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PERCEPTUAL VARIATIONS OF RETAILING IN EDMONTON

by

NORMAN ALAN COOK

A THESIS

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ABSTRACT

This study is concerned with the ways in which municipal officials, retailers and consumers perceive the retail structure of Edmonton. It is framed within the cognitive behavioral approach to location theory which focuses directly on the decision-making system and the parameters which influence it. Perception of retail structure is viewed as one of these parameters. Central place theory and the use of a hierarchical retail system are also considered as geographic and planning concepts.

The study was conducted in two steps. The first began with a field inventory of retail facilities in Edmonton. The location of retail establishments and retail forms in the city were then identified and plotted on maps with the aid of an IBM 360 computer and a Cal Comp Plotter. Retail planning trends in the city were also identified. The second step involved the collection, analysis and interpretation of data on municipal official, retailer and consumer perceptions of retail development through the use of three structured questionnaires. The municipal official sample comprised thirty respondents, the retail sample 239 and the consumer sample 418. Each of the questionnaires comprised questions on knowledge levels of and experiences with retailing, on the perception of Edmonton's retail structure,

ABSTRACT

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as geographical factors. The study began with a field survey of retail locations in Edmonton. The results of retail establishments and retail forms in the city were then identified and plotted on maps with the aid of an IBM 360 computer and a Cal Comp Plotter. Retail planning trends in the city were also identified.

The second step involved the collection, analysis and interpretation of data on municipal officials, retailers and consumers' perceptions of retail development through the use of three structured questionnaires. The municipal officials

sample comprised thirty respondents, the retail sample 119 and the consumer sample 418. Each of the questionnaires comprised questions on knowledge levels of and experiences with

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on the perceived quality of retail forms, on Edmonton's retail structure and planning concepts and policies and on citizen involvement in planning. Two major reasons for using the questionnaire method were because of its proven value in perception studies and to demonstrate that although it may not be the best approach possible, it is at present, one of the best methods of keeping planners and civic administrations generally, better informed about the views of their constituents.

As a result of the study, municipal officials were found to be more knowledgeable than retailers or consumers about the processes involved in developing retail activities and about retail and planning objectives. Municipal officials were found to be very much oriented toward the downtown while retailers emphasized retail problems more than the other groups because of their dependence on it for a livelihood. All groups were found to be generally satisfied with the number of retail outlets in the city and most preferred shopping at regional centres. All three groups, however, viewed the downtown as the dominant retail centre in Edmonton. Most respondents had little idea about the nature of planned retail development in the city. Edmonton's retail structure was not legible to the respondents, especially neighborhood shopping centres. In relation to the quality of retail forms, municipal officials were the most critical respondents but all groups were more critical

of neighborhood centres and ribbon streets than of other retail forms. Retailing was generally not viewed as having a harmful effect on its surroundings. The policies of the civic administration toward neighborhood unit planning and town centre developments were found to need reexamination. It is also concluded that the survey approach in perception studies appears to be one of the best methods of keeping planners and civic administrations generally, better informed about the views of their constituents. From a theoretical standpoint it is suggested that the cognitive behavioral approach to location theory is a good additional perspective for examining retail location theory and consumer spatial behavior. It is also concluded that the geographic analysis of the perceptual variations of retail development is aided by viewing the retail structure in an hierarchical framework.

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INTRODUCTION

In recent years the negative qualities of the urban environment have been attacked with increased vigor. This has frequently led to the desire for greater citizen involvement in the planning process. These two factors are closely related since presently it is being assumed that by involving citizens in the planning process, and thereby in planning their environment, they will find it more livable. This assumption is based on the idea that people know what they want.

Environmental concern began decades ago. For example, British planning legislation in the early twentieth century evolved as a result of deplorable conditions created by the Industrial Revolution. Concern for the urban environment has recently risen to prominence mainly as a reaction to conditions which developed quite unobtrusively at first but which became very prominent because of large concentrations of people and industrial development. Typical areas of interest have included housing quality and the provision of open space but seldom has interest focused on the quality of retailing, except through broad and often vague policy statements. Horwood, in referring to outlying shopping centres, noted that

Public policy, as expressed through the comprehensive plan and zoning ordinance, has rarely recognized

quality and productivity differences within any given category of commercial activity.¹

Perhaps Bailey and Frost came upon the real reason for the lack of research on retail quality in noting:

The real debate is not over aesthetic refinements anyway. The real controversy is between those who find that aesthetic standards of any sort get in their economic way, and those who do not wish the artistic satisfactions of which man is capable to be destroyed by entrepreneurial callousness.²

It appears to be assumed by retailers, municipal officials and developers that if people patronize retail establishments they are satisfied with their quality.³

This assumption is not necessarily true because other factors may be involved such as lack of choice or lack of convenience. Therefore, it is quite possible that individuals involved in a retail development are satisfied while consumers are not. There is also the possibility of dispute amongst various groups of professionals and elected officials. Determining how people perceive retailing appears to be one approach to developing optimum retail quality.

¹Edgar M. Horwood, "Public Policy and the Outlying Shopping Centre". Journal of the American Institute of Planners, Vol. 24, No. 4, 1958, p. 220.

²Stephen K. Bailey and Richard T. Frost, "Aesthetics and Metropolitan Growth". Journal of the American Institute of Planners, Vol. 23, No. 3, 1957, p. 107.

³Retail quality, as referred to in this dissertation, refers to how effectively retail establishments are functioning in the urban environment.

CITIZEN INVOLVEMENT IN PLANNING

Increased interest in citizen participation in the planning process developed simultaneously with increased environmental concern but it has also been partially caused by the latter. It might be described as a product of our times since people in all phases of life are becoming more aware and more involved in what is happening around them.

At first planners and municipal officials did not recognize the desirability of involving people in planning. For example, the Wheatons commented:

Too often, as we now recognize, planners have merely reflected the narrow class bias and values characteristic of their social origins. They have placed great emphasis on long range values which they felt to be neglected by others. They have tended to emphasize the preservation of nature over the needs of man. The main body of their work has been concerned with property values rather than human values. Within property values their chief concern has always been with the property of those who were better off in society rather than the property--or, rather, lack of it--of those who were less well-off.⁴

However, in many planning departments, attitudes analogous to the Wheatons' are becoming less common as the advantages of citizen involvement are recognized. In commenting on the needs of neighborhood residents Ravitz noted:

Increasingly, physical planners are coming to realize that to be effective sound physical planning must be

⁴William L. C. Wheaton and Margaret F. Wheaton, "Identifying the Public Interest", in Ernest Erber (ed.), Urban Planning in Transition. New York, 1970, p. 154.

related to accepted wants and needs of neighborhood residents.⁵

Gans suggested that the first step toward involving people in the planning process is

. . . to give up all traditional planning concepts related to the physical environment, and to begin at the beginning: to ask how people live, what they want, and what problems they have that need to be solved.⁶

Subsequently, on philosophical grounds, he justified citizen involvement for two reasons. Firstly, people should have what they want because it is practical and because forcing change is undemocratic and unwise politically. Secondly, the planner does not have the right, except in very special circumstances, to force behavioral changes to satisfy a vision of an ideal community.

Despite broad acceptance of citizen participation in planning, some people still feel it creates new problems where originally there were none. Also, there are those who feel people do not have the ability to make useful contributions. Swanson reports the following statements to have been made by a high ranking Federal Government official.

. . . I would suggest that a meaningful involvement can take place only if the public is satisfactorily

⁵Mel J. Ravitz, "Use of the Attitude Survey in Neighbourhood Planning". Journal of the American Institute of Planners, Vol. 23, No. 4, 1957, p. 180.

⁶Herbert J. Gans, "Planning For People Not Buildings". Environment and Behavior, Vol. 1, No. 1, 1969, p. 39.

informed of the physical facts, alternative solutions and the consequences of alternative solutions. This suggests that for involvement there should be an organization which has at its disposal sufficient resources consistent with the scale of the problems under discussion. In view of this we doubt in the usefulness of attitude and perception studies. . . .

Questioning the public only stirs up trouble. An example of this view can be seen in a government agency's response to a proposal by the Branch that a perception study be done as part of a water resources development study. The agency staunchly refused to permit any such study because it carried with it a grave danger of disturbing further an already alarmed group of people.⁷

As well as continuing opposition to the citizen involvement approach, a major problem has been the failure of implementation techniques to keep pace with conceptual developments. A typical technique which has been utilized under the guise of citizen participation is the public hearing, which usually produces little more than ". . . alarmed reaction to proposals which appear to pose a personal threat to private property."⁸ It is usually the desires of an articulate minority which are expressed. In view of this problem Swanson noted:

. . . since testimonies given at large hearings do not represent the views of the public at large, a survey approach seems necessary. This approach is particularly useful in gathering information from those non-

⁷ Diane Swanson, Public Perceptions in the Planning Process. Unpublished Paper, Policy and Planning Branch, Department of Energy, Mines and Resources, Ottawa, 1970, pp. 14-15.

⁸ P. J. Smith, "Public Goals and the Canadian Environment". Plan, Vol. 11, No. 1, 1970, p. 3.

verbal, non-organized segments of society who are hesitant or don't know how to come forth with their views.⁹

POTENTIAL OF PERCEPTION STUDIES

Perception has been advanced as one method of attempting to examine urbanization and the potential for conducting geographical studies of urban perception with a view toward solving planning problems is very great.

Simmons, for example, referred to perception and indicated that geographers have not yet really undertaken this type of urban analysis.¹⁰ Morley also recognized the growing importance of perceptual investigations in geography when he stated:

. . . there is a growing feeling that geography, as an environmental discipline, must function as a behavioral science and examine once more the processes which underlie man's effective responses to the qualitative and quantitative features of the natural and man made world.¹¹

More specifically, with respect to urban perception studies, Saarinen noted:

More geographic work might have been expected on perception of the predominantly man-made environment of

⁹Swanson, op. cit., p. 13.

¹⁰James W. Simmons, "Urban Geography in Canada". The Canadian Geographer, Vol. 2, No. 4, 1967, p. 350.

¹¹C. D. Morley, Perception, Space Behavior and Urban Models, A Discussion Paper. Unpublished Paper Presented to the Urban Studies Group, Institute of British Geographers, Salford, 1968, p. 3.

the city. There is a great potential for such studies at all city sizes and for various portions of them.¹²

The value of studies in urban perception has also been documented in the literature. Lowenthal, for example, suggested that

Without a prior understanding of the bases of perception and behavior, environmental planning and improvement are mere academic exercises, doomed to failure because unrelated to the terms in which people think and the goals they select.¹³

Saarinen was more specific in recognizing the planning benefits of such geographical investigations. He noted a need to establish

. . . a set of goals based on human needs which could then be used as a guideline for planning decisions. Studies of how people perceive their environment may help provide the information necessary to establish such a set of goals.¹⁴

More generally, in his drought study, Saarinen further intimated that

. . . by determining how people perceive the urban environment one can better approach the problem of planning to create a city with a vital and coherent image.¹⁵

¹²Thomas F. Saarinen, Perception of Environment. Annals of the Association of American Geographers, Commission on College Geography, Resource Paper No. 5, Washington, 1969, p. 27.

¹³David Lowenthal (ed.), Environmental Perception and Behavior. Department of Geography, University of Chicago, Research Paper No. 109, Chicago, 1967, p. 3.

¹⁴Saarinen, op. cit., p. 1.

¹⁵Thomas F. Saarinen, Perception of the Drought Hazard on the Great Plains. Department of Geography, University of Chicago, Research Paper No. 106, Chicago, 1966, p. 34.

OBJECTIVES OF THE STUDY

The present research is concerned with how municipal officials, retailers and consumers perceive the pattern and physical form of retailing in Edmonton. The man in the street may not perceive retailing like the professional or like the retailer who depends on retailing for a livelihood. Understanding variations in the perception of spatial phenomena, therefore, becomes critical in achieving realistic solutions to planning problems. As Lynch suggests throughout The Image of the City, our objective should be to make cities more memorable for their inhabitants.¹⁶

The first objective of the study is to determine the knowledge levels of retailing possessed by municipal officials, retailers and consumers. Knowledge levels in this research are the amount of information possessed by the three groups about retail and planning objectives and planned retail development and their comprehension of the processes involved in establishing retail activities. Retailing in this study is operationally defined as the acquisition and subsequent sale of goods and nonprofessional services to final consumers. Variations in knowledge about retailing can contribute to a lack of

¹⁶Kevin Lynch, The Image of the City. M.I.T. Press, Cambridge, 1960.

understanding among municipal officials, retailers and consumers. Identifying knowledge deficiencies among the groups, therefore, should assist in creating an appreciation of each group's position. This could serve as a starting point in solving problems of retail development in the city.

The second objective is to examine the experiences with retailing of municipal officials, retailers and consumers. Experiences in this study comprise problems associated with retail businesses and the acquisition of products and satisfaction with retailing. Knowledge of these factors should contribute to determining how the three groups of respondents perceive retail development and what they consider to be some of its most important problems.

The third objective is to determine how municipal officials, retailers and consumers perceive Edmonton's retail structure. Perception, as used in the current research, comprises the mental image or awareness of respondents about the aspect of retailing being discussed. This concept will be considered in more detail in Chapter I. Retail structure comprises the pattern and physical form of retailing. The legibility of a city's retail structure to its inhabitants is important in the adequate development of a city's spatial structure if

cities are to become pleasant and unconfused places in which to live. Identification of those components of the city's retail structure which are not legible could, therefore, be of value in future retail planning.

The fourth objective is to examine how municipal officials, retailers and consumers perceive the quality of retail forms and their perceived effect on neighborhood quality. More specifically, the intention is to determine those retail forms which are the most aesthetically appealing to respondents. Retail form comprises the physical form of retail establishments and clusters of establishments including support facilities like parking and landscaping. This information should assist in defining the types of retail development with which the three groups of respondents were least satisfied and thereby identify those areas in which efforts to improve retailing should be concentrated in the future.

The fifth objective is to examine Edmonton's retail structure and planning concepts and policies. Findings should provide the basis for a reassessment by the civic administration of its policies toward retail development. In this regard attitudes toward retail development policies become important. They are operationally defined as a predisposition to behave in a certain way, negatively or positively. More detail on the meaning of attitudes is provided in Chapter I.

A final objective is to evaluate the survey approach as a method of keeping planners informed about what the inhabitants within their jurisdiction are thinking. This objective does not relate specifically to the data obtained in the study but rather to the questionnaire method employed in its collection.

OUTLINE OF THE STUDY

In Chapter I emphasis will be placed on the theoretical and conceptual basis of the study. Approaches to retail research and perception analyses will be discussed. The methodology of the study will be considered in Chapter II and the retail structure of Edmonton will be examined in Chapter III. Then the perceptions of municipal officials, retailers and consumers will be investigated individually (Chapter IV, V and VI) and comparatively (Chapter VII). The final chapter consists of the conclusions with the geographical and planning implications of the research being emphasized.

POTENTIAL IMPLICATIONS OF THE RESEARCH

Geographical studies of retail structure have usually comprised descriptions of location patterns which have led to assumptions about the spatial interaction between retail outlets and consumers. As will be seen in Chapter I, location patterns and consumer movement have

been subjected to detailed study. Most of the theoretical work in retail geography has concentrated on assumptions based on the proximity of consumers to retail outlets or clusters of retail outlets. More specifically, assumptions about the possession of perfect knowledge by consumers about the alternatives open to them have been made. The present study provides greater insights about this knowledge by examining the perception of three groups of people, each having different roles in relation to retail structure and to retail location policies and retail planning in the study area.

The results should show that the retail structure of a city can be made more legible by consulting the city's inhabitants. Seldom has the spatial arrangement of the total retail landscape of cities, from the viewpoint of their inhabitants, been considered in development decisions. Also, the study should demonstrate that it is not enough to consider the perceptions of one group but rather to make the spatial arrangement of retail facilities legible, it is necessary to consider the perceptions of as many groups as possible. The study should show that policies of spatial growth pursued by civic administrations are not necessarily consistent with the views of a majority of its inhabitants. Identification of differences in the perception of retailing between

groups should, therefore, lead to more practical policy formulations by decision-makers and those who influence them most.

CHAPTER I

THEORETICAL AND CONCEPTUAL BASIS OF THE STUDY

The retail component of urban structure has been studied more by geographers than any other aspect of urban development.¹ City planners have devoted considerably less time to retail research. However, both geographers and city planners are beginning to recognize that past techniques for analyzing the urban environment have been inadequate. The recent behavioral emphasis has created the need to take new approaches in examining relationships between people and their environment. Perception analysis is one method of fulfilling this need. In the present chapter past approaches to retail research in geography and planning will be examined briefly. Subsequently, perception in geography (and related concepts) will be considered as well as perception studies relevant to the objectives of the present research.

¹James W. Simmons, "Urban Geography in Canada". The Canadian Geographer, Vol. 11, No. 4, 1967, p. 344.

APPROACHES TO RETAIL RESEARCH

Theoretical Approaches to Retail Research in Geography

Geographical research on retailing has been theoretically and empirically oriented. The most complete typology of retail research was defined by Peter Scott.² He identified ten major areas of interest. They comprised: central place research, spatial affinities and retail site selection, government regulation and organization of retailing, establishment size and retail markets, trends and spatial competition in retailing, delimitation and classification of shopping centres, hierarchical systems, shopping centre systems and traditional markets, shopping centre structure, markets and centrality and assessment of shopping needs and models of retail location.

Retail Structure. The main concern of urban geographers in relation to retail location theory has been with generalizing the spatial structure of retail activities. The study of this structure has resulted in the identification of various forms of retail groupings and intra-urban location patterns. Geographers have been concerned with retail structure for many years as is demonstrated by Proudfoot's important research in 1936. He described a

²Peter Scott, Geography and Retailing. Hutchinson, London, 1970.

city's retail structure as comprising the central business district, the outlying business centre, the principal business thoroughfare, the neighborhood business street and the isolated store cluster.³ A great deal of subsequent research on retail structure was based on variations of Proudfoot's scheme. Berry has been among the most important workers in this field in recent years, both through his own work and through his inspiration of others. He was instrumental in expanding Proudfoot's classification system and in subjecting it to more rigorous quantitative analysis. This is particularly true of his attempts to apply central place theory at the intra-urban scale. He developed a typology of business areas within the city which was aimed at generalizing about retail location factors and the functions of different types of retail groupings. He described the retail structure of cities as comprising three basic forms: centres, ribbons and specialized areas.⁴ Berry's classification of centres, to a large extent, is based on an intra-urban application of central place theory. This system comprises a hierarchy of centres involving convenience centres, neighborhood business centres, community business centres, regional shopping centres, and the central business

³M. J. Proudfoot, "City Retail Structure". Economic Geography, Vol. 13, No. 4, 1937, pp. 425-428.

⁴B. J. L. Berry, Commercial Structure and Commercial Blight. Department of Geography, University of Chicago, Research Paper No. 85, Chicago, 1963, p. 19.

district. The lowest order centre, the convenience centre, usually consists of a grocery store and serves only a two or three block trade area. One step higher in the hierarchy, a neighborhood centre might have a barber shop, beauty salon, drugstore, grocery or small restaurant. Community centres, in addition to neighborhood activities, might contain a jeweller, florist, bakery, bank, variety or clothing store. Regional centres contain most of the functions of lower order centres but also department stores, shoe stores, photographers, hobby shops and other specialized stores. The central business district is the highest order centre and provides the greatest variety of goods and services to the metropolitan area and beyond. These centres can be either planned or unplanned, those in the older areas of cities usually consisting of the latter. Planning, however, affects mainly the design of centres rather than their function although planned centres usually attempt to attract a combination of tenants who offer some, but not excessive competition.

The centres within this hierarchical system illustrate patterns which approximate the distribution of consumers. Each centre is centrally located to serve the maximum number of consumers possible

. . . although the size of its trade area is maintained in the course of competition at about the minimum size necessary to support its most specialized functions (its threshold size, or condition of entry).⁵

⁵Ibid., p. 21.

Stores clustering at centres at any level of the hierarchy need similar sized trade areas to support them. There are also pressures for stores to group caused by comparison shopping and the desire of consumers to make a trip to one centre for a variety of goods.

This hierarchy is created because

(a) on the supply side, different commercial functions have different conditions of entry (thresholds), and thus demand minimum trade areas of different sizes for their support, and (b) on the demand side, consumers spend differing proportions of their income on different goods and services, and purchase them with differing degrees of frequency. Low threshold, high frequency functions are found in lower-level nucleations ("convenience goods centres"), whereas high threshold, low frequency functions are found in higher-level nucleations serving larger trade areas ("shopping goods centres").⁶

These factors lead to the five tier system (the C.B.D. comprises the highest order centre) described previously.

The two major types of ribbons which Berry identified were highway oriented ribbons and urban arterial locations. The former serve demands originating on highways and include such activities as service stations, drive-in restaurants, motels and fruit stands. These activities are not usually functionally related and most trips associated with them are single purpose trips. Urban arterials are characterized by establishments which need more space than nucleated centres can economically provide but which demand good access to the urban market. These activities include

⁶Loc. cit.

discount stores, auto repair establishments and appliance and furniture stores. They usually call for an occasional special purpose trip. Grouping of urban arterial activities exists because of similar location needs but there is usually little functional interaction within a group. The ribbon form of retail development does not fit the theoretical framework of a hierarchical system and this has posed problems for academics and planners who have often adopted a hierarchical approach to planning retail development.

The third form of retail development outlined by Berry comprises specialized functional areas such as automobile rows and entertainment districts. These areas are internally linked by such factors as comparative shopping and the economics of advertising. Activities within these areas require good access to the urban market and in most cases are unplanned.

Planners have attempted to apply the hierarchical system to intra-urban retail development. Edmonton's retail planning is a very good example. The automobile, though, has created difficulties: distance is less of a barrier and life spaces have widened.

Shopping centers no longer dominate an immediate, exclusive market area; instead, several centers serve the same community-of-interest area, and consumers at some time visit all of them. Distance no longer provides protection. Centers must compete, and to achieve some margin of safety seek all means to differentiate themselves from their competitors (for example, by advertising and sales promotions). The only real safety is in the economies introduced by further specialization,

and the result of widening of living spaces is to increase the locational specialization of individual functional areas and ribbons, and introduce specialization among shopping centers of the same level of the hierarchy.⁷

Ribbon streets and the need to accommodate the activities they contain also tend to pose difficulties for a strictly hierarchical or central place approach in planning intra-urban retail development. Commercial ribbons, which offer good accessibility to the metropolitan area, and to transient traffic, also offer relatively inexpensive space. These location advantages attract many space-consuming retail activities as well as small operations which either cannot afford the higher land costs of centres, or, in some cases are not allowed in the larger planned centres. It is difficult, therefore, to envision a plan which would exclude the ribbon form of development, regardless of the problem it creates.

The problems of incorporating the theoretical structure of retail activities into the research design of this study were not confined to the difficulty of fitting ribbon forms into the system. The main operational problem was one of describing retail structure in such a way that potential interviewees would understand the meaning of its components, particularly with regard to the hierarchy of centres within the study area. At a general level it is

⁷B. J. L. Berry, Geography of Market Centers and Retail Distribution. Prentice-Hall, Englewood Cliffs, 1967, p. 124.

not difficult to see that planning in Edmonton has incorporated a retail hierarchy. However, when the actual retail structure was analysed (Chapter III) an arbitrary classification of centres was employed. In a number of cases the distinction between one level in the hierarchy and another (for example, a community or neighborhood centre) was so small that it would be presumptuous to expect interviewees to perceive this distinction. Recognizing this problem, every effort was made to clearly define the components in the presentation of the retail structure of Edmonton and in the analysis of the perceptual variations of this structure by the three groups under study.

Consumer Behavior. Early interest in consumer behavior is exemplified by Carol's work on the retail hierarchy.⁸ However, because of the inadequacies of central place theory as a method of explaining the retail structure of cities, the problem of generating more effective explanations of the pattern of retail facilities and the spatial behavior generated by this pattern has become a major area of research interest. Harvey identified two alternatives: elaborations on deterministic location theory formulations,

⁸ H. Carol, "The Hierarchy of Central Functions Within the City". Annals of the Association of American Geographers, Vol. 50, No. 4, 1960, pp. 419-438.

and the cognitive behavioral approach to location theory.⁹ The latter is favored because the possibility of forces operating outside the spatial system has led to the conclusion that there is a need for a broader conceptual framework to handle problems of consumer spatial behavior. The cognitive behavioral approach uses the individual decision-maker as a starting point. Behavior is considered to be a function of the environmental situation.

In contrast to the deterministic location theory framework which makes a set of assumptions that factors out the processes of human decision-making, the cognitive behavioral approach specifically focuses upon the nature of the decision-making process and the parameters which determine its outcome.¹⁰

One of these parameters comprises the amount and type of information the individual has about the environment--perception of the environment. Inherent in central place theory is the economic man assumption--that is, perfect knowledge about all aspects of retailing. It is evident that these requirements cannot be satisfied and it therefore becomes important to determine how the retail environment is perceived. In relation to perception and

⁹David Harvey, "Conceptual and Measurement Problems in the Cognitive-Behavioral Approach to Location Theory", in Kevin R. Cox and Reginald G. Golledge (eds.), Behavioral Problems in Geography: A Symposium. Department of Geography, Northwestern University, Evanston, 1969, pp. 37-38.

¹⁰Roger M. Downs, "The Cognitive Structure of an Urban Shopping Center". Environment and Behavior, Vol. 2, No. 1, 1970, p. 15.

retail location theory it should be emphasized that the locational preferences of individuals or groups of individuals may be thwarted by economic location factors. These include the ability of an establishment to pay rent, the desire for maximum accessibility to the largest number of customers possible to ensure adequate patronage, and the principles of cumulative attraction and compatibility in attracting customers. The behavior of a retailer's competition and the structure of a potential market can also play important roles in retail location decisions.

The major focus of the present research, however, remains as the perception of Edmonton's retail structure by municipal officials, retailers and consumers. Consequently the theoretical basis of the study is found not only in the deterministic central place approach but also in the broader framework of the cognitive behavioral approach to location theory. It should be made clear, however, that the present research is not strictly concerned with consumer behavior or with explaining retail structure but rather with how Edmonton's existing retail structure is perceived by municipal officials, retailers and consumers.

Approaches to Retail Planning Research

In contrast to the geographical literature on retailing, most planning studies are applied rather than theoretical. Also, there are few articles which concern

retailing that are of major importance in the planning journals although a number of books have been published which are of considerable relevance in terms of planning future retail requirements.¹¹ Another group of retail planning studies is those which have been conducted on individual cities. They have been of four basic types which can be differentiated on the basis of their purpose. The first comprises the master plan approach which treats retailing as one land use component among several and which establishes guidelines for future retail development. The second type of retail planning study consists of those which have been conducted on the central business district. A third type of study comprises those which have been conducted on shopping centres and a fourth type of study has been instigated on special retail components of cities which have been creating problems for a community, for example, a ribbon street. Like geographical studies of retailing, therefore, most planning research has not been behavior oriented, emphasizing objects rather than people.

Retail Research on Edmonton

There has been very little retail research completed on Edmonton. Geographical studies, for example, are

¹¹See for example: Lewis Keeble, Principles and Practice of Town and Country Planning. Estates Gazette, London, 1964, 382 pp. and; Joseph De Chiara and Lee Koppelman, Planning Design Criteria. Van Nostrand Reinhold, New York, 1969, 386 pp.

limited to Bannon's examination of the central business district¹² and to Chow's study of Whyte Avenue.¹³ Two theses have been completed in the Faculty of Business Administration and Commerce. McCune examined the spatial behavior of consumers in Edmonton¹⁴ and Farris conducted a feasibility study for self-service gasoline retailing in the city.¹⁵

With few exceptions, most retail research initiated by the City of Edmonton Planning Department has been included in more general reports. This includes The Edmonton General Plan¹⁶ and the more recently devised outline plans for new development areas in the

¹²M. J. Bannon, The Evolution of the Central Area of Edmonton, Alberta, 1946-1966. Unpublished M.A. Thesis, University of Alberta, Edmonton, 1967, 139 pp.

¹³N. Chow, The Evolution and Changing Functions of a Commercial Ribbon. Unpublished M.A. Thesis, University of Alberta, Edmonton, 1970, 165 pp.

¹⁴Derek J. McCune, Consumer Spatial Behavior in Edmonton. Unpublished M.B.A. Thesis, University of Alberta, Edmonton, 1971, 118 pp.

¹⁵Ronald M. Farris, Self-Service Gasoline Retailing. Unpublished M.B.A. Thesis, University of Alberta, Edmonton, 1970, 85 pp.

¹⁶City of Edmonton Planning Department, General Plan. City of Edmonton, Edmonton, 1967, 170 pp.

city.¹⁷ Specific reports on retailing include a proposal for a mall on 102 Street,¹⁸ an examination of downtown pedestrian circulation¹⁹ and a feasibility study for a pedestrian concourse downtown.²⁰ Major research on outlying shopping centres is nonexistent. The scope for retail research on Edmonton, therefore, is great.

PSYCHOLOGICAL PROCESSES

Perception

Geographers, like most social scientists, have

¹⁷City of Edmonton Planning Department, West Jasper Place Outline Plan. City of Edmonton, Edmonton, 1967, 71 pp; City of Edmonton Planning Department, Northeast Edmonton Outline Plan. City of Edmonton, Edmonton, 1969, 34 pp; Reid, Crowther and Partners, North Edmonton Outline Plan. City of Edmonton, Edmonton, 1970, 49 pp; Underwood, McLellan and Associates Ltd., Kaskitayo Outline Plan. City of Edmonton, Edmonton, 1971, 45 pp.; City of Edmonton Planning Department, Riverbend-Terwillegar Heights Outline Plan. City of Edmonton, Edmonton, 1969, 77 pp. and; City of Edmonton Planning Department, Millwoods. City of Edmonton, Edmonton, 1971, 52 pp.

¹⁸City of Edmonton Planning Department, The Mall 102 Street. City of Edmonton, Edmonton, 1968, 40 pp.

¹⁹City of Edmonton Planning Department, Downtown Pedestrian Circulation. City of Edmonton, Edmonton, 1969, 11 pp.

²⁰Southgate Design Group et. al., Pedestrian Concourse Feasibility Study. City of Edmonton, Edmonton n.d., 19 pp.

borrowed most of their techniques and ideas about perception from psychologists. Frequently, discussions about perception in the psychological literature relate perception to general behavior theory.

The nexus between the two classes of theory under consideration is typically delineated on a background of metaphysical bias, though this is often confused by semantic issues.²¹

Early behavior theorists tended to feel that behavior was objective and physical--that it could be observed and involved the use of glands and muscles. Perception, on the other hand, was a subjective phenomenon, only the perceiver had access although it involved conscious experience. It was also generally accepted that scientific theories must have objective data and therefore perceptual theories were not scientific. This approach assumes that objective and observable publicly are the same.

A second position is to consider as objective data, . . . inferred events that stand in a logically consistent relationship with the publicly observable. This means that the objectivity of a concept is determined by the efficiency with which it yields reliable replications of observations.²²

If this is true then perception becomes an inferred aspect of behavior.

²¹William Bevan, "Perception: Evolution of a Concept". Psychological Review, Vol. 65, No. 1, 1958, p. 34.

²²Loc. cit.

One can argue further that no aspect of behavior is observed directly--it is the observer who infers behavior.

It is meaningful (i.e., evident as behavior) to the extent that the data of observation are similar in some fashion to data which the observer has previously used in constructing his conception of the world. It is, of course, not incompatible with this view to argue that gross bodily movements, since they do not require transformation by the subject into verbal form before becoming available data, are more objective than perceptual data.²³

Psychophysicists at first saw perception as a relatively elementary mediating process; ". . . a constant in the transformation of information received by the organism from a form that exists external to the organism to a form that is utilizable in overt response."²⁴ They also felt, at first, that perception did not dynamically affect other components of behavior and therefore it was possible to ignore perception and correlate some aspect of overt response with stimulus input. More recently, however, researchers have suggested that perception does depend on present stimulus input, receptor function and past stimulation and motivation.

Thus the perceptual mechanism is a complex interactive one, and the identification and definition

²³Loc. cit.

²⁴Ibid., pp. 34-35.

of the functions that influence it become indispensable to an understanding and prediction of both perception and overt response.²⁵

Perception, therefore, is a psychological concept that has been treated very ambiguously. For example, there is no definition which has gained universal acceptance although there are themes on which some agreement has been reached. Bartley noted;

Perceiving has been taken by all psychologists to be a process by which the organism relates itself to its surrounds. In perceiving, the individual interprets, discriminates and identifies objects and conditions experienced to be existing in the environment.²⁶

Berellson and Steiner define perception as the ". . . process by which people select, organize and interpret sensory stimulation into a meaningful and coherent picture of the world."²⁷ Douglas, Field and Tarpey state;

Perception then means the way man experiences the universe. It involves not only the physical sensations that constantly crowd in on him but also his interpretation of these sensations.²⁸

²⁵Loc. cit.

²⁶S. H. Bartley, Principles of Perception. Harper, New York, 1958, p. 4.

²⁷Thomas F. Saarinen, Perception of the Drought Hazard on the Great Plains. Department of Geography, University of Chicago, Research Paper No. 106, Chicago, 1966, p. 27.

²⁸John Douglas, George A. Field and Lawrence X. Tarpey, Human Behavior in Marketing. Merrill, Columbus, 1967, p. 23.

White simply refers to it as ". . . the individual organization of sensory stimulation."²⁹ The latter definition summarizes, in a concise way, existing agreement on the meaning of perception. It is concerned with what the individual does and how this relates to the physical world which acts as the stimulus.

Bartley relates perception to behavior by identifying two forms of the latter, immediate and non-immediate. Perception applies to the immediate form of behavior that persists after a stimulus has been removed.³⁰ Perception is not an isolated reaction but one in which several bodily systems participate with the central nervous system being the director. Perceptual behavior comes from the whole organism.

The term perception should be used when the stimulus is or has been physically present, meaning that the individual has now or has had in the past a certain perception of this stimulus or set of stimuli.³¹

"Perception is the overall activity of the organism that immediately follows or accompanies energistic impingements

²⁹Gilbert F. White, "Formation and Role of Public Attitudes", in Henry Jarrett (ed.), Environmental Quality in a Growing Economy. Johns Hopkins, Baltimore, 1966, p. 110.

³⁰Bartley, op. cit., p. 22.

³¹Myra R. Schiff, Some Theoretical Aspects of Attitudes and Perception. Department of Geography, University of Toronto Working Paper No. 15, Toronto, 1970, p. 12.

upon the sense organs."³² It represents contact directly by an organism with events around it and is, therefore, a basis for all other activity forms. This implies a mediation function for the sensory system between internal system activities and external phenomena. Perception comprises an individual's view of reality rather than reality itself. Also:

No one experiences the world exactly as it is, and no two persons experience it in precisely the same way, because knowledge of the world--or our experience with it--is filtered and modified by physical and psychological factors within us.³³

Although actual stimuli may change considerably, perception of an object can remain stable through time.³⁴ Therefore, for the purposes of the present study, perception is operationally defined as a mental image or awareness of phenomena. The phenomenon being investigated in this study is Edmonton's retail structure.

Attitude

Just as there is no single widely accepted definition of perception, there is none for attitude. Beldo stated:

An attitude is a predisposition to behave positively, negatively or almost indifferently toward a given

³²Bartley, op. cit., p. 22.

³³Douglas, Field and Tarpey, op. cit., p. 40.

³⁴Ibid., p. 37.

object, event, situation, person or group of persons.³⁵

Remmers considered an attitude as ". . . an affectively toned idea or group of ideas predisposing the organism to action with reference to specific attitude objects."³⁶

Krech and Crutchfield defined an attitude as ". . . an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of the individual's world."³⁷ Thurstone, in broader terms, viewed an attitude

. . . as the intensity of positive or negative affect for or against a psychological object. A psychological object is any symbol, person, phrase, slogan, or idea toward which people can differ as regards positive or negative affect.³⁸

Schiff simply described attitudes as ". . . an organized set of feelings and beliefs which will influence an individual's behaviour."³⁹

McGuire identified five sources of disagreement on the meaning of attitude. These areas of difference are

³⁵Leslie A. Beldo, "Attitude Research and Management Decisions", in James U. McNeal (ed.), Dimensions of Consumer Behavior. New York, 1969, p. 366.

³⁶H. H. Remmers, Introduction to Opinion and Attitude Measurement. Harper, New York, 1954, p. 3.

³⁷D. Krech and R. S. Crutchfield, Theory and Problems in Social Psychology. McGraw-Hill, New York, 1948, p. 152.

³⁸L. L. Thurstone, "Comment". American Journal of Sociology, Vol. 52, No. 1, 1946, pp. 39-40.

³⁹Schiff, op. cit., p. 6.

with respect to the psychological locus of attitudes, whether attitudes are a response or just a readiness to respond, the degree of organization of attitudes, the degree to which they are learned from past experience and the extent to which they function in a dynamic--motivational or directive--knowledge form.⁴⁰

White identified four sets of factors which are at work in attitude formation. They are an individual's experience with his environment, the decision situation, role perception and competence in handling its complexity.⁴¹ Allport showed four ways in which attitudes are developed.⁴² Integration consists of attitude development by the accumulation of experiences through time while differentiation comprises the breaking down of a more general attitude. Attitudes are also developed through shock or by adoption--that is, the individual follows the lead of an individual or media expression.

Because certain psychological concepts have not been well defined, a great deal of confusion has arisen over their boundaries. This has been most evident in discussions of perceptions, attitudes and opinions.

⁴⁰W. J. McGuire, "Nature of Attitudes and Attitude Change", in G. Lindzey and E. Aronson (eds.), Handbook of Social Psychology. Reading, 1968, pp. 136-314.

⁴¹White, op. cit., p. 120.

⁴²G. W. Allport, "Attitudes", in C. Murchison (ed.), Handbook of Social Psychology. Worcester, 1935, pp. 810-811.

Attitudes are part of the process which determines the perception of an object or condition. That is, an individual's perception does not depend totally on stimulus properties but also on the individual's mental set or predisposition to act. In comparing perceptions and attitudes Schiff noted that; "Perceptions are more transitory than attitudes, less stable and more subject to change with the immediate past experience and state of the perceiver."⁴³ Schiff further noted;

. . . the distinction between perception and attitudes lies not only in the immediacy of the stimulus but also in the generality of the stimulus--the specific stimulus versus a class of stimuli.⁴⁴

McGuire summed up the confusion between attitudes and opinions by stating the distinction is ". . . a situation involving names in search of a distinction, rather than a distinction in search of terminology."⁴⁵ The confusion was exemplified by White when he noted the two concepts are used interchangeably.⁴⁶ Further, it is possible to consider attitudes as general orientations and opinions as specific expressions of the former or to consider opinions as overt expressions of covert attitudes. An attitude, therefore, in the present study is defined as a predisposition or orientation to behave in a certain way.

⁴³ Schiff, op. cit., p. 12.

⁴⁴ Ibid., p. 13.

⁴⁵ McGuire, op. cit., p. 137.

⁴⁶ White, op. cit., p. 110.

BEHAVIOR, PERCEPTION AND ENVIRONMENT

The relationship between perception and environment is not very well understood but

Since the persons actions vis-a-vis the environment are assumed to depend on his perception of the environment it becomes important to find out just how it is perceived.⁴⁷

When considering environmental perception, interest is really in social perception which is

. . . concerned with the impression one has of a social stimulus or set of stimuli, as that impression is modified by the perceiver's past experience in general, his previous experience with that same or similar stimuli and the individual's state at the moment he is viewing the stimulus of interest.⁴⁸

In more concise terms, ". . . social perception is generally concerned with the effects of social and cultural factors on man's cognitive structuring of his physical and social environment."⁴⁹ Further,

Perception is to some extent a process of selecting from the environment those things that interest or appeal to us. We seldom pay attention to everything that is presented to our senses; instead we abstract

⁴⁷Thomas F. Saarinen, Perception of the Drought Hazard on the Great Plains. Department of Geography, University of Chicago, Research Paper No. 106, Chicago, 1966, p. 26.

⁴⁸Schiff, op. cit., p. 2.

⁴⁹Thomas F. Saarinen, Perception of Environment. Association of American Geographers Commission on College Geography, Resource Paper No. 5, Washington, 1969, p. 5.

or select or focus on the elements that we find interesting or important to us or compatible with our inner needs.⁵⁰

Saarinen noted that perception studies in geography are trying to answer two broad sets of questions. Firstly, they concern the effect on individuals and groups of the impersonal environment and secondly how the physical world is perceived by people, how experience influences perception and what the behavioral effects of this are.⁵¹ The idea behind many environmental perception studies is to understand behavior for the purpose of designing an environment which meets the needs of man. It is the individual in the environment who is now receiving the most attention. This type of study, as Winkel noted, can be approached from a variety of directions. These include; evaluation and perception of the physical environment, interrelations between man's behavior and the physical environment, and existing interrelations between the physical and social environments.⁵²

Winkel, Malek and Thiel clearly support the examination of individual differences in environmental research.

⁵⁰ Douglas, Field and Tarpey, op. cit., p. 38.

⁵¹ Thomas F. Saarinen, Perception of the Drought Hazard on the Great Plains. Department of Geography, University of Chicago, Research Paper No. 106, Chicago, 1966, pp. 39-40.

⁵² Gary H. Winkel, "Editor's Introduction and Preface". Environment and Behavior, Vol. 1, No. 1, 1969, p. 5.

The development of a theoretical conception of man's response to the environment clearly must include variables descriptive of the person. It is quite likely that more systematic attention will be given to response differences among people. These differences, in turn, will lead to the identification of both response and person typologies. The meaning and utility of these typological schemes will depend in part upon their success in predicting differences in environmental and nonenvironmental (i.e. social and/or political) factors and upon their relationship to other aspects of the person's behavior.⁵³

Consideration of individual differences has several benefits.

The designer, for example, may wish to know what effects response variations may have upon design proposals particularly if the clients are not known. Those who must make decisions concerning environmental change must often anticipate the various reactions which will greet their proposals. In general, designers, planners and managers need to know what differences may be expected in human behavior, the conditions under which it is necessary to make provision for them, and whether they are susceptible to change.⁵⁴

Studying individual differences in an environmental context, however, is not without its problems. An individual's perception is not static but is constantly changing through complex learning processes.

Given socio-economic constraints, and provided that the individual does not change his place of residence, one would expect that as an individual modifies his perception of his environment by moving within it and by communicating with his peers about it, his behavior would approach spatial equilibrium and 'rational economic behavior'. However, this would also presuppose that the objective urban environment,

⁵³Gary H. Winkel, Roger Malek and Philip Thiel, "The Role of Personality Differences in Judgments of Roadside Quality". Environment and Behavior, Vol. 1, No. 2, 1969, p. 200.

⁵⁴Loc. cit.

itself, does not change. In fact, the objective urban environment and its components (i.e., retail structure, location of employment opportunities, temporal differences, residential quality, etc.) are constantly undergoing change which results in the continuous reordering of perceived urban spatial structure. Ever present technological change also plays an important role in extending an individual's action space and in modifying its morphology, but, at the same time, impedes the tendency of the individual's spatial behavior toward the economically rational.⁵⁵

Largely because of the problems of individual differences, there are few who would not admit ". . . that the resultant investigations have not yet made a significant contribution to the development of geographic theory."⁵⁶

APPROACHES TO PERCEPTION STUDIES

Selected Approaches

A number of researchers have attempted to categorize existing perception studies in Geography. Downs, for example, viewed perception studies as being based on the analysis of structure (examining the nature of the perceptual world), analysis of evaluation (major features of the perceived world which affect decisions) and analysis of preference (how objects are evaluated with respect to

⁵⁵ Frank E. Horton and David R. Reynolds, "An Investigation of Individual Action Spaces: A Progress Report". Proceedings of the Association of American Geographers, Vol. 1, 1969, p. 71.

⁵⁶ Roger M. Downs, "Geographic Space Perception Past Approaches and Future Prospects", in Christopher Board et. al. (ed.), Progress in Geography International Reviews of Current Research. London, 1969, p. 67.

each other).⁵⁷ In another classification Goodey recognized three focal points for perception studies: environmental perception (awareness of immediate environmental features); extra-environmental perception (awareness of features outside the immediate environment); and preferential perception (preferences for movement toward particular places).⁵⁸ Bordessa also developed a categorization. He identified four overlapping themes: environmental perception; attitudes and responses to environment; environmental space preferences; and environmental perception and behavior.⁵⁹ Saarinen, using a totally different approach, categorized existing work on the basis of scale. Progressing from large to small scale studies, he noted emphasis in the following areas: personal space and room geography, architectural space, neighborhoods or districts, paths and roads, cities, large conceptual regions, countries

⁵⁷R. M. Downs, The Role of Perception in Modern Geography. Department of Geography, University of Bristol, Seminar Paper Series A, No. 11, Bristol, 1968, p. 2.

⁵⁸B. R. Goodey, "Environmental, Extra-Environmental and Preferential Perception in Geography". Proceedings of the North Dakota Academy of Science, 1968, p. 2.

⁵⁹R. Bordessa, Perception Research in Geography; An Appraisal and Contribution to Urban Perception. Department of Geography, University of Newcastle-Upon-Tyne, Seminar Paper No. 8, Newcastle, 1969, pp. 1-3.

and the world.⁶⁰ Finally, Wood developed a more topical approach than other investigators. He identified six basic types of perception studies; landscape, hazard, recreation, movement, space preference, and urban.⁶¹

Urban Perception Studies

Most investigations of urban perception have as their goal the improvement of environmental quality in cities. It is increasingly being recognized that to understand urban spatial structure it is necessary to know something about decisions and behaviors which arrange phenomena over space: ". . . spatial structure cannot be understood without some knowledge of the perception of spatial reality that is retained in the human mind."⁶² Such investigations have tended to develop along certain research themes. They include perception of the total

⁶⁰Thomas F. Saarinen, Perception of Environment. Association of American Geographers Commission on College Geography, Resource Paper No. 5, Washington, 1969, 37 pp.

⁶¹L. J. Wood, "Perception Studies in Geography". Institute of British Geographers, Transactions No. 50, 1970, p. 131.

⁶²Kevin R. Cox and Reginald G. Golledge, "Editorial Introduction: Behavioral Models in Geography", in Kevin R. Cox and Reginald G. Golledge (eds.), Behavioral Problems in Geography: A Symposium. Department of Geography, Northwestern University, Evanston, 1969, p. 3.

city,⁶³ of 'regional' areas within cities like neighborhoods,⁶⁴ or town centres.⁶⁵ Studies have also been conducted from the standpoint of paths⁶⁶ and roads⁶⁷ and buildings⁶⁸ or groups of buildings.⁶⁹

Kevin Lynch is the undisputed pioneer of urban perception studies. His initial work, The Image of the City, stands at the foundation of present research efforts. Here, Lynch was concerned essentially with the legibility of the landscape to people. He identified five components of city images; paths, nodes, edges, districts and landmarks.⁷⁰

⁶³ Kevin Lynch, The Image of the City. M.I.T. Press, Cambridge, 1960, 194 pp.

⁶⁴ G. Zannaras, An Empirical Analysis of Urban Neighbourhood Perception. Unpublished M. A. Thesis, Ohio State University, Columbus, 1968, 152 pp.

⁶⁵ H. Klein, "The Delimitation of the Town Centre in the Image of Its Citizens", in E. S. Brill (ed.), Urban Core and Inner City. Lund, 1967, pp. 286-306.

⁶⁶ J. B. Jackson, "The Stranger's Path". Landscape, Vol. 7, No. 1, 1957, pp. 11-15.

⁶⁷ D. Appleyard, K. Lynch and J. R. Meyer, The View From the Road. M.I.T. Press, Cambridge, 1964, 64 pp.

⁶⁸ T. Bunting, Symbolic Urban Images: A Case Study of the New City Hall in Toronto. Unpublished M. A. Thesis, University of Western Ontario, London, 1967, 126 pp.

⁶⁹ Roger M. Downs, "The Cognitive Structure of an Urban Shopping Center". Environment and Behavior, Vol. 2, No. 1, 1970, pp. 13-39.

⁷⁰ Lynch, op. cit., p. 46.

Other researchers have tried to identify urban sub-areas. Lee, for example, concluded that people define a neighborhood in terms of space not people.⁷¹ In a similar study, Eyles found people stretch the size of a village toward their home and that perception of village size decreases with length of residence.⁷²

Studies have also been conducted on certain types of retail establishments. Rich and Portis examined department store images claiming this is an important component of the 'sales pitch'.⁷³ Further, Marcus discussed the creation of a store image noting the first step is to understand store character.⁷⁴ Downs investigated the image of a downtown shopping centre.⁷⁵ He concluded that the image of the shopping centre he examined was composed of eight cognitive categories. They comprised four retail establishment factors (service quality, price, shopping hours and shop range

⁷¹T. R. Lee, "Psychology and Living Space". Transactions of the Bartlett Society, Vol. 2, 1963-64, pp. 9-36.

⁷²J. D. Eyles, The Inhabitants' Image of Highgate Village (London) - An Example of a Perception Measurement Technique. Graduate School of Geography, London School of Economics, Discussion Paper No. 15, London, 1968, 22 pp.

⁷³Stuart U. Rich and Bernard D. Portis, "The Imageries of Department Stores", in Ronald R. Gist (ed.), Management Perspectives in Retailing, New York, 1967, p. 141.

⁷⁴Stanley Marcus, "The Creation of a Store Image", in Ronald R. Gist (ed.), Management Perspectives in Retailing. New York, 1967, p. 149.

⁷⁵Downs, op. cit., pp. 13-39.

and quality) and four factors relating to the structure and function of the shopping centre (structure and design, internal pedestrian movement, visual appearance and traffic conditions).⁷⁶ Downs suggests;

One of the major components of human spatial behavior in an urban environment is the purchasing of consumption goods and services. Consequently consumer behavior patterns and processes represent a major problem for environmental design both in terms of the location of shopping facilities and the provision of access to the facilities. Thus, knowledge of the underlying determinants of consumer spatial behavior is one crucial element for the rational design of urban environments.⁷⁷

Jonassen also completed a study on the image structure of a shopping centre.⁷⁸ He examined downtown and suburban centres and their advantages and disadvantages.

Retail research in urban geography has focused on retail structure and the behavior of retailers and consumers in relation to this structure. Central place theory has been of major importance in much of this work. However, the cognitive behavioral approach, which emphasizes the decision-making process is seen to be a valuable addition to existing methods of studying retail structure and consumer behavior. This is the case largely because of its focus on the decision-

⁷⁶Ibid., p. 37.

⁷⁷Ibid., p. 13.

⁷⁸C. T. Jonassen, The Shopping Center Versus Downtown. Bureau of Business Research, College of Commerce and Administration, Ohio State University, Columbus, 1955, 170 pp.

making process. Perception of the environment is one of the important parameters which influence the outcome of the decision-making process. The discussion of psychological processes, behavior and approaches to perception studies has revealed that while geographers have a role to play in perception studies, they are dependent upon psychological concepts which have not been clearly operationalized. An overview of geographic perception studies has shown that perception of urban retail structure has not been submitted to intensive study. The theoretical contribution of this study, therefore, lies in its consideration of perception as one of the parameters within the framework of the cognitive behavioral approach to location theory.

CHAPTER II

METHODOLOGY

The present chapter comprises an explanation of the data collection and processing techniques used in this study. A field survey of all retail establishments in Edmonton was conducted by the author and questionnaire surveys of municipal officials, retailers and consumers were completed by the author and by hired interviewers. The data were processed primarily with the aid of an IBM 360 computer and a Cal Comp Plotter.

THE INTERVIEW APPROACH

The interview, both structured and unstructured, is the most commonly used technique in perception studies. In fact, it is often used in conjunction with other techniques.¹ The structured interview was selected for use in this study because it permits investigation of a variety of topics in a fairly straightforward manner whereas other psychological techniques are more restrictive and demand extremely skilful interviewers. The Thematic Apperception Test, for example, is usually employed to trace a sequence of events in a

¹These techniques include The Photo-Slide Test, The Thematic Apperception Test, The Rozenzweig Picture Frustration Test and The Semantic Differential.

decision-making situation caused by a threat. The Rozen-zweig Picture Frustration Test is best used in disclosing response patterns to stress. Consequently, neither of these approaches were suited to the present research. In addition, The Photo-Slide Test or the Semantic Differential are suited to more precisely focused subject matter. Therefore, they were not readily adaptable to the present research. The questionnaire method, for these reasons, appeared to be the best approach.

The structured approach was selected over the unstructured technique for two reasons. Firstly, because of the comparative nature of the study and secondly because a number of interviewers were to be hired. It was necessary to simulate the same conditions (or as nearly as possible) in each interview situation. This partially counteracted inherent differences in the personalities of interviewers which could not be avoided. Also,

The case for formal interviewing is simple. Only if all respondents are asked exactly the same questions in the same order can one be sure that all the answers relate to the same thing and are strictly comparable. Then, and then only, is one justified in combining the results into statistical aggregates. Without doubt formal interviewing succeeds in achieving higher reliability than informal techniques.²

The extent to which the requirements of formal interviewing are met must be considered in interpreting the final results

²C. A. Moser, Survey Methods in Social Investigation. Heinemann, London, 1963, p. 204.

of the investigation. Other problems with the interview technique will become apparent throughout the remainder of this chapter.

DATA COLLECTION

Retail Structure of Edmonton

The first stage of the research was to take an inventory of retailing in Edmonton. This was considered necessary as background information and also to expand existing knowledge of retail structure in the city in order to construct effective questionnaires. More specifically, the actual pattern of retailing in Edmonton, the types of retail forms in the city and planning trends were of direct relevance to the objectives of the study.

Direct field observation was employed in mapping the pattern of retail development in Edmonton. This method was used to breed greater familiarity with the retail structure of Edmonton which would be useful in composing the questionnaires. A coding sheet was developed and used throughout the field research. Observations were made both from a car and on foot in more dense retail areas, such as the downtown, where establishments frequently were either above or below ground level and not observable from the street. Data relevant to the present research which was collected by this process included store name and address, store type, type of location, and parking **provided**. It was data from field

research and the Canadian census³ which provided the basis for establishing a classification of retail types. Retail establishments were categorized into eleven major categories.⁴

Questionnaire Formulation

Questionnaires were developed for each of the three groups of people being studied (municipal officials, retailers and consumers), all containing similar questions to facilitate comparability (Appendices A, B and C). Attempts to interview retail developers were eventually discontinued because of a lack of cooperation. The developers were hard to identify in the first place (although this problem was overcome) and only two were prepared to be interviewed. This was in sharp contrast to municipal officials in Edmonton who, on the whole, were cooperative.

The main objective in constructing the questionnaires was to provide for the elicitation of data which would assist in achieving the main study objectives outlined in the Introduction. Therefore, each questionnaire contained questions designed to determine the amount of knowledge possessed

³ Dominion Bureau of Statistics, Retail Trade (1966). Queen's Printer, Ottawa, 1969, p. 8-1.

⁴ The retail establishment classification comprises the following: Category I, Food Stores; Category II, General Merchandise Stores; Category III, Automotive Establishments; Category IV, Hardware Stores; Category V, Drug Stores; Category VI, Apparel and Shoe Stores; Category VII, Household Furniture and Appliance Stores; Category VIII, Retail Stores N.E.S.; Category IX, Recreational Service Establishments; Category X, Personal Service Establishments N.E.S. and; Category XI, Financial Institutions.

by respondents about retailing in Edmonton. More specifically, they were questioned on the purpose of retailing, definitions of planning and planned retail development and on their comprehension of the processes involved in the development of retail activities. Retailing is operationally defined in the present study as comprising the acquisition of goods and nonprofessional services and their subsequent sale to final consumers.⁵ The purpose of retailing is operationally construed to mean the provision of a service to the public and the provision of a livelihood for the retailer. While planning definitions are numerous, the meaning accepted for use in the present research comprises the ordering of urban activities to achieve maximum benefit for a city's inhabitants. Planned retail development consists of a complementary mix of stores under unified control for the benefit of a maximum number of people.

A second group of questions in each of the questionnaires concerned the respondents' experiences with retailing. Experiences specifically mean problems associated with retail businesses and the acquisition of products and satisfaction with retailing. A third group of questions was designed to obtain data on how each group of respondents perceived the retail structure of Edmonton. A fourth group of

⁵This definition is adapted from Ronald R. Gist, Retailing: Concepts and Decisions. Wiley, New York, 1968, p. 6.

questions concerned how municipal officials, retailers and consumers perceived the quality of retail forms and their effect on neighborhood quality. A fifth group of questions were designed to elicit data on Edmonton's retail structure and planning concepts and policies. A final set of questions were designed to investigate the respondents' views toward citizen involvement in planning and retail planning.

Questionnaire Implementation

Consumer Survey. The main prerequisite for selecting the consumer sample was to cover all parts of the city within the limitations of available time and resources. With these factors in mind, a stratified systematic unaligned sample⁶ of 418 was selected. The sample was selected by overlaying a grid with one-tenth inch squares on a one inch to 1500 feet base map of Edmonton. Sample points were selected only in those squares covered by 50 per cent residential development. In the first grid square (extreme northwest corner) sample point A was selected randomly. Then the X coordinate used in determining A was used with a new Y coordinate to determine sample points across the northernmost row of squares. Subsequently, the Y coordinate of A was used with new random X coordinates down the most westerly column of grid squares to determine these sample points.

⁶Brian J. L. Berry and Alan M. Baker, "Geographic Sampling", in Brian J. L. Berry and Duane F. Marble (eds.), Spatial Analysis. Prentice-Hall, Englewood Cliffs, 1968, p. 93.

The random X coordinates of the first row and random Y coordinates of the first column were then combined to fill in sample points for the remaining squares. The actual sample points selected are shown in Figure 1. This method ensured adequate areal coverage and also included the element of randomness not present in the systematic aligned approach.

Structured interviews, averaging forty minutes each, were conducted with the selected interviewees. Their precise location was determined by transposing the sample point from the base map to an air photo: the address was then located in the Edmonton Telephones Reverse Directory. An introductory letter was then mailed to the person advising that a researcher would be in touch by telephone to make an appointment for an interview. If the person was unwilling to cooperate a letter was mailed to the next door neighbor and the telephone call then made to that person. These alternatives were selected on an alternating left to right basis from the initial interviewee selected until an interview was obtained. The interviews were conducted in the home of each interviewee because they were too long to conduct at individual retail outlets or shopping centres. In addition, it was felt that this method would reduce role overlap as much as possible.

The consumer questionnaire was pretested twice--once by the author and a second time by the eight interviewers who were hired to conduct the interviews during June and July

CONSUMER INTERVIEWS

• INTERVIEW
LOCATION



SOURCE: FIELD WORK,
SUMMER 1971

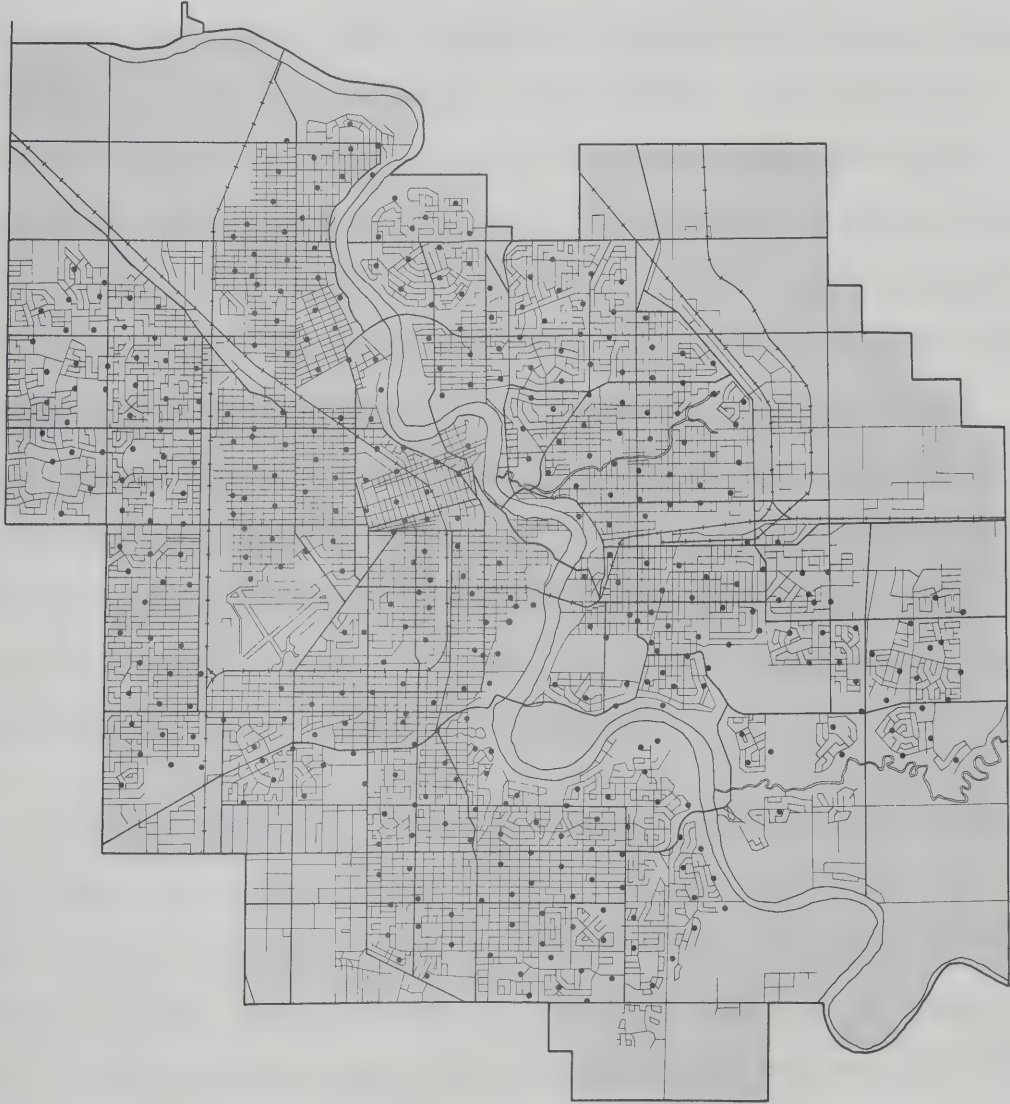


Figure 1

(1971). This eliminated many problems. The interviewers were required to undergo a thorough training period which involved lectures and pretesting of the questionnaire. The interviewers were instructed on the methodology of interviewing and on matters peculiar to this questionnaire and to perception studies. The interviewers were required to complete five interviews which were discussed before they went into the field. Seven of the eight interviewers were females because it was felt they would be received more easily by prospective interviewees. However, one male was hired for interviewing in those areas of the city which were thought to be too 'rough' for females. All had done some previous interviewing but irrespective of experience, some interviewers were more effective and successful than others. Minor problems were eliminated to some extent by requiring the interviewers to return the completed questionnaires in blocks of twenty. This excludes the first block which had to be returned after ten were completed.

Retail Survey. The stratified systematic unaligned sample used for the consumer sample was not suitable for the retail sample because of the uneven pattern of retailing in Edmonton. Also, the problem of having a variety of types of retail establishments and the importance of trying to sample proportionally from each type complicated the situation. A stratified random proportional sample compiled from a list of establishment types was dismissed because it would likely

have resulted in an unevenly distributed sample. The 10 per cent sample traditionally used by geographers also posed difficulties in terms of time and resources. It was, therefore, decided to sample proportionally from the eleven strata (eleven major retail categories) on the basis of a 5 per cent sample from each stratum, taken not from the list of establishments but on an areal basis. It was then possible to systematically select the required number of respondents from a particular stratum. No fewer than nine respondents were selected from any given category and 239 sample establishments were selected in total (Figure 2). Because of the relatively small sample size, the results can only be considered as suggestive of trends. The retail interviews were conducted during business hours at the respondents' place of business mainly to avoid role overlap but also because it was generally more convenient for them.

The retail questionnaire was pretested twice--once by the author and a second time by the five interviewers who were hired for the interviewing during June and July (1971). These interviewers were required to submit to a procedure similar to those involved with the residential questionnaire. Four females and one male were retained as interviewers. Similar procedures were employed with both the retail and residential questionnaires to obtain an interview although in the latter case, slight modifications were made to the letter of introduction.

RETAIL INTERVIEWS

• INTERVIEW
LOCATION



SOURCE: FIELD WORK,
SUMMER 1971

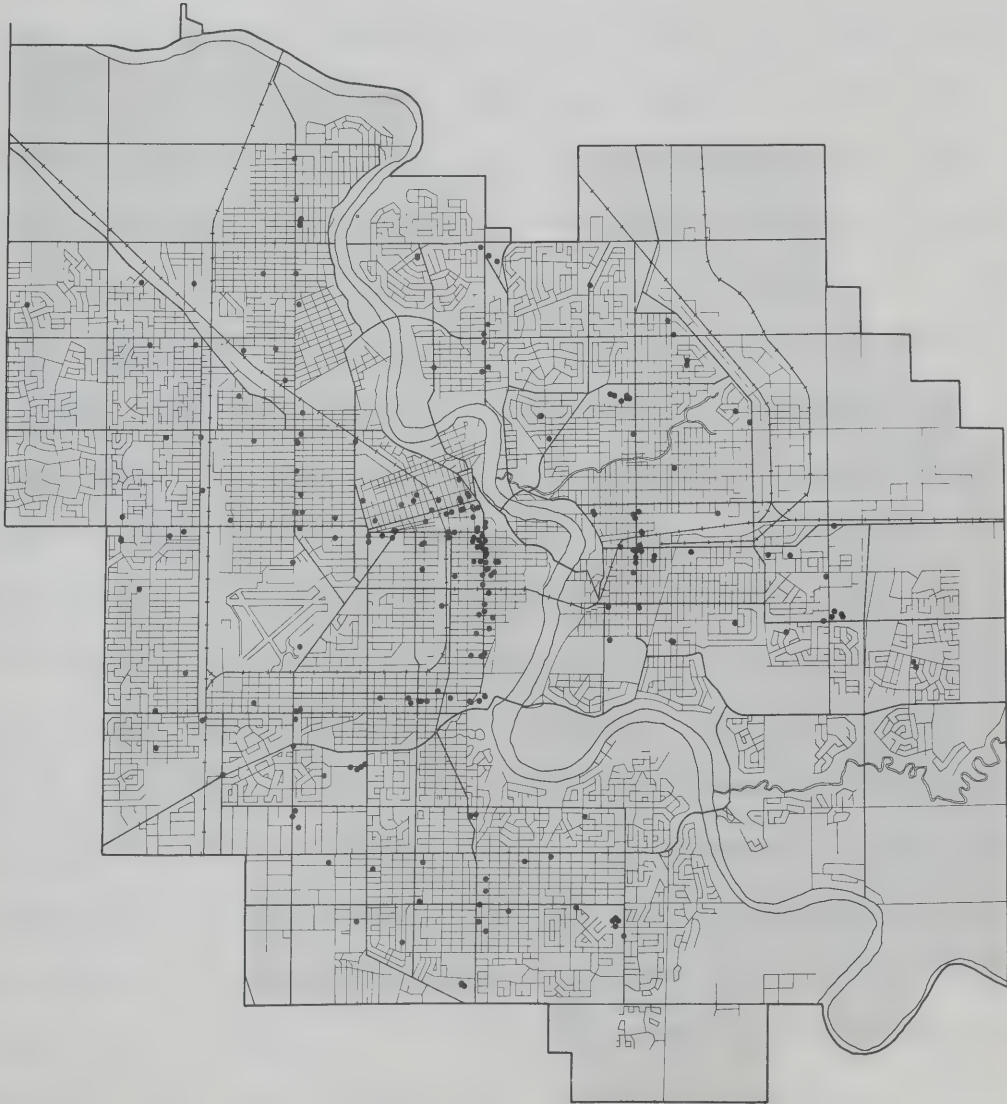


Figure 2

Municipal Official Survey. Pretest interviews of municipal officials were conducted in the Calgary City Planning Department while the final interviews were conducted in Edmonton by the author, with those municipal officials most directly involved in the decision-making process so far as retailing is concerned. Through discussions with municipal officials, these were determined to be the city councillors, the members of the Municipal Planning Commission and the Development Appeal Board and the superintendent (and his assistant) and the six section heads in the planning department.⁷ The Municipal Planning Commission consists of civic department heads who are involved with the physical development of the city and its main function is to examine development proposals for the City. The Development Appeal Board comprises mostly professional people and two aldermen appointed from the public at large and its main function is to hear appeals on development decisions. The total population of these four bodies was thirty-five of whom thirty agreed to be interviewed. The interviews were conducted to the greatest extent possible in the environment of the role that was being investigated. In the case of municipal officials this was in their offices. Refusals were received from two city council members, one section head in the planning department, one D.A.B. member and one M.P.C. member.

⁷ Hereinafter, Municipal Planning Commission members will be referred to as M.P.C. members and Development Appeal Board Members as D.A.B. members.

Problems in Questionnaire Formulation and Implementation

Although the questionnaire technique was selected for use in the present research, it is important to note that this method of data collection is not without its problems. These problems and their significance for the results of the study are particularly important because all of the data used in this study were obtained from questionnaires.

In the formulation of the questionnaires a major concern was to use wording which conveyed the intended meaning and which would not offend the respondents. The use of language which would be understandable to all three groups was also of major importance. It was necessary to use phraseology which left little doubt as to the meaning of the question being asked. The questions also had to be ordered so as not to hint at other answers. The intent was also to ask only those questions which were absolutely necessary.

The pretest phase resulted in the deletion of questions and in modifications to questions which remained in the questionnaires. Specifically, this procedure resulted in new wordings to questions and it reduced the length of the questionnaires. Questions were deleted because they were too complex, because they were felt to be of little value or because they were too personal.

The implementation phase of the questionnaires also posed problems. One of a major nature concerns the sampling

procedure that was used. The three samples were of different sizes, determined to some extent by available time and money but also based on accepted sampling procedures. The municipal official sample represented 86 per cent of the total population, the retail sample 5 per cent and the consumer sample even less (418 respondents out of a total city population of approximately 450,000). The samples, therefore, comprised different proportions of the total populations and for this reason the comparability of the results is subject to question: they can only be considered as suggestive of trends.

Another problem related to the implementation of the questionnaires was keeping good interviewers. This resulted from the short duration of employment that was being offered. As noted previously, many problems were avoided in the pre-testing stage which served not only to improve the questionnaires but also those administering them. Once the interviewers became familiar with the interview procedure, few problems arose. One occasional problem concerned the credibility of the study to the interviewees. The University of Alberta Public Relations Office, The Better Business Bureau and the author all received a small number of calls to ensure that the study was legitimate. This happened in spite of the fact that letters of introduction were sent out. It is apparent, therefore, that the questionnaire method undoubtedly presents problems which are difficult to

handle but at the initial stage of planning the study it was considered to be the best approach to take.

DATA PROCESSING

Data on Edmonton's retail structure were coded on a coordinate basis by overlaying a one-tenth inch grid on a standard base map of Edmonton (one inch to 1500 feet). This grid formed the base for location input for computer mapping. An IBM 360 computer and a Cal Comp Plotter were then used to print out a map of the location of retail establishments for 1971 at a scale of one inch to 2500 feet. This procedure, combined with actual field observation, formed the basis for describing Edmonton's retail structure.

The primary purpose of the municipal official, retailer and consumer questionnaires was to establish the views of the three groups about retailing in Edmonton. The data derived from the questionnaires comprised a mixture of data forms which did not easily allow statistical analysis. This problem was recognized before the data collection phase began. As a result, the main technique, made possible on a large scale by the use of an IBM 360 computer, was to compile cross-tabulations and summaries based on the questionnaires. In the case of municipal officials, their positions were related through cross-tabulations to topics covered in the questionnaire which were related to the main study objectives. These topics were knowledge levels of retailing,

experience with retailing, perception of retail structure, perceived quality of retail forms and the effect of retailing on neighborhood quality, Edmonton's retail structure and planning concepts and policies and citizen involvement in planning. The same procedure was followed in analyzing data contained in the retail and residential questionnaires (exlcuding the analysis related to position). Differences in views between municipal officials, retailers and consumers are examined in Chapter VII in terms of the objectives of the study.

CHAPTER III

RETAIL STRUCTURE AND PLANNING IN EDMONTON

The present chapter is concerned with retail structure and planning in Edmonton. The retail structure of 1971 is described and retail planning trends in Edmonton's downtown and suburbs are discussed. The purpose of this analysis is to establish a base for the description and analysis of municipal official, retailer and consumer perceptions of Edmonton's retail structure.

PRESENT RETAIL STRUCTURE OF EDMONTON

The Present Pattern of Retailing in Edmonton

The best method of characterizing the present pattern of retail development in Edmonton is to say it has a strong core which is complemented by a surrounding ring of seven regional shopping centres. Ribbon development is typical of older areas in Edmonton and of highway approaches. Generally, most retailing is confined to the older areas of the city which correspond with the grid street pattern (Figure 3). There is little retail development in the far southwest because of the controlled nature of new residential growth and in the southeast and northwest because of industrial development.

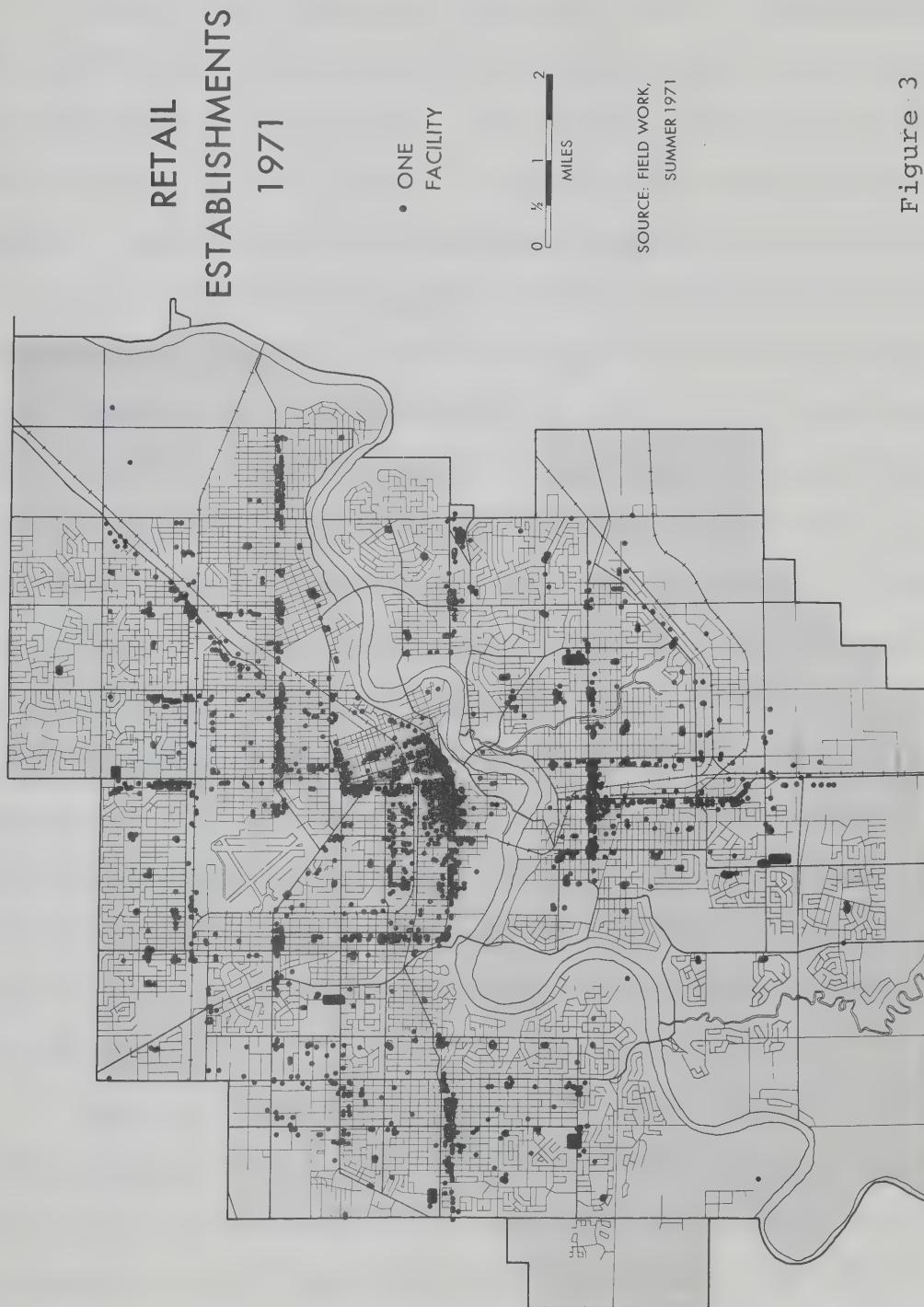


Figure 3

Retail Forms in Edmonton

Retail form means the physical form of establishments and clusters of establishments including support facilities like parking and landscaping. The major categories of retail forms utilized in the present study comprise the downtown, regional, community and neighborhood shopping centres and ribbon streets. The three shopping centre forms include planned and unplanned types. The planned types, as noted in Chapter II, consist of a complementary mix of stores under unified control for the maximum benefit of developer, retailer and consumer. Most planned retail activities, using these criteria, are found in association with new residential areas while unplanned activities are most common in the central part of Edmonton and along ribbon streets. (The central part of Edmonton here refers to the area typified by the grid street pattern.) By applying this definition of planned retail development to Edmonton, 19.7 per cent of retail activities in the city can be considered as planned. Most planned retail activities have been developed within the last ten years.

Regional shopping centres are operationally defined for the purpose of the present study as comprising retail forms of more than twenty-five establishments which comprise the widest range of goods and services offered for sale on one site outside the downtown. Their trade areas usually include many neighborhoods and on occasion shoppers come from any part of the city to patronize their establishments.

The goods sold at such centres are usually shoppers goods (although major grocery outlets can usually be found in such centres) like jewellers, shoe stores, junior department stores, mens' and womens' clothing stores, personal service establishments and department stores usually comprise the main businesses at such centres (Appendix D, Table 3). In Edmonton there are seven planned regional shopping centres which form a ring around the downtown: Westmount, Meadowlark, Bonnie Doon, Southgate, Capilano, Centennial and Northgate (Figure 4). The one exception included in this group is Northgate which contained only nineteen retail establishments but which was included as a regional shopping centre because it met the remaining criteria. For example, Woodward's, a major department store, is included in this centre.

Planned community centres are operationally defined as those centres containing eleven to twenty-five outlets and usually serving three to five neighborhoods. The range of establishment types is fewer in community than regional centres (Appendix D, Table 4). Most contain a service station, drug store, hardware store, beauty salon, barber shop, restaurant, bank, dry cleaner and often two grocery stores (one usually comprising the main business of the centre) plus a mixture of other activities often unique to a particular centre. Spatially, community centres are especially characteristic of newer residential areas (for example in the southwest part of the city) and they are completely lacking in the northeast (Figure 4).

REGIONAL

COMMUNITY

NEIGHBORHOOD



SOURCE: FIELD WORK, SUMMER 1971

Figure 4

The forty planned neighborhood centres in Edmonton, operationally defined as containing two to ten outlets and serving one neighborhood, are quite evenly distributed in all parts of the city. They are, however, located more in the newer peripheral areas of Edmonton. What is surprising is the nature of their components. Certainly most contain normal neighborhood activities like service stations, small grocery stores, drug stores, beauty salons and barber shops but many also contain one or two activities which are not usually associated with such centres. For example, flower shops, mens' clothing stores and travel agents (Appendix D, Table 5). In total, the range of activities found in neighborhood centres in Edmonton almost equals that found in community centres.

Unplanned development in the city is much more difficult to compartmentalize since it appears in several overlapping forms. There are no real unplanned regional centres in Edmonton although some may describe the intersection of two ribbon streets as comprising an unplanned regional centre (for example the intersection of 82 Avenue and 104 Street).¹ Here they are considered simply as two ribbon streets. In addition, there are no unplanned centres in Edmonton which meet the established criteria for

¹For street names and locations see Appendix D, Figure 1.

a community centre. Unplanned development, therefore, appears in three main forms; the downtown, neighborhood centres and ribbon streets.

For the purposes of the present study the downtown is that area of Edmonton which is characterized by the largest concentration of retail establishments in the city and which possesses more major department stores and specialty stores than any other retail form. Its trade area extends beyond city boundaries and it serves as a major shopping centre for the surrounding region. Despite the recent growth of regional shopping centres, the downtown still appears to be the centre of retail activities in Edmonton.

Ribbon streets have increased in importance since the 1950s. For the purposes of this study they are considered to be large scale linear developments along major arterials. Major developments of this nature include 82 Avenue, 104 Street, 124 Street, 118 Avenue, 97 Street, 101 Street and Jasper Avenue. Despite rumours about restricting their growth, new businesses on ribbon streets continue to develop.

Unplanned neighborhood centres are characteristic of most older areas of the city. They differ little from planned neighborhood centres in function but from the standpoint of design are by no means comparable. Usually,

one or two stores are constructed and subsequently new businesses are added, with little consideration being given to their aesthetic appeal, either individually or as a group.

RETAIL PLANNING TRENDS IN EDMONTON

The Downtown

The basic philosophy of retail planning in Edmonton is based on the principle of a strong core. This philosophy is adhered to by the political and nonpolitical components of Edmonton's municipal administration. There are four major elements in downtown planning which are particularly important. They comprise the expansion of the downtown to the east and northeast, mainly in the form of office development, the construction of an underground walkway system, the trend toward boutiques, and the preservation of some older buildings of historical value.

In the first case, there is a dualism creeping into Edmonton's downtown which has been present in many American cities for several years. In fact, the office appears to have replaced the retail establishment as the principal use in many downtowns. Most new developments in Edmonton's downtown are offices (although retail developments are common at ground level and in the basement of many of these structures) and this is one reason why the civic administration is encouraging retailing. Offices do not appear to

have taken over completely in Edmonton but their potential to do so has been recognized. Further expansion into the east and northeast would tend to eliminate what is considered to be one of the least desirable parts of the downtown.

Excluding The General Plan and the outline plans, some of the most important retail research completed by the City concerns the development of underground walkways linking retail nucleations in various locations around the downtown. Some sections of the system have already been completed. If Edmonton's downtown is to remain viable from the standpoint of retailing, this type of development almost becomes a necessity because of the city's harsh winter climate. However, shopping centres, which already have covered walkways, do not appear to have the selection and choice of merchandise possessed by downtown establishments.

The trend toward boutiques and the preservation of some older buildings while tearing down others that could be preserved are closely linked. The trend toward boutiques in the downtown is illustrated by one of its newest developments, The Boardwalk. It comprises three floors of businesses in a converted warehouse, the exterior of which was refurbished while the interior was gutted and developed in a rustic fashion. While warehouses such as this are preserved for the benefit of the downtown, structures like

the old post office, with unique architectural design, compared to modern architecture, are to be torn down to make way for various types of towers. What Edmonton's downtown seems to lack, therefore, is a unifying design concept.

Suburban Retailing

The large planned developments which have appeared in suburban areas are to some extent attempts to fill vacuums which existed in residential areas that developed without focal points. One major problem has been that these planned centres, with few exceptions, comprised only retail developments. This has proven to be an inadequate method of creating community focal points. Essentially they are focal points during business hours.

Neighborhood unit planning, which includes some aspects of retail planning, has been employed in Edmonton to combat continuous sprawl. In the city, such neighborhoods are modeled after proposals put forward by Clarence Perry in the twenties and thirties.² According to the neighborhood unit concept, commercial establishments should be located on the periphery of neighborhoods rather than in the centre. The reasons pertain both to the interests of business and to the welfare of the community. Stores near the heart of a neighborhood would increase their contact

²Clarence Perry, Housing for the Maching Age. Sage, New York, 1939, p. 51.

with dwellings, resulting in increased deterioration of residential structures. Supply vehicles would have to cross the residential areas to the centre, increasing traffic and noise, where a degree of quiet and safety is a necessity. Institutional and community facilities are then located near the centre of the neighborhood unit. In Edmonton, the neighborhood unit concept, as proposed by Perry, is best exemplified in the southwest sector of the city. One of the objectives of this study is to determine whether this type of development is satisfactory to the city's inhabitants.

Planned community centres are quite new in Edmonton and few in number. However, both the number and size of regional centres is rapidly increasing. Recent centres differ little from their predecessors of ten years. There is little different about Southgate, for example (except it was the first regional centre in Edmonton with two department stores), in comparison to Westmount. That is, from the standpoint of design, it is basically one floor, surrounded by a massive ground level parking lot. Some efforts are made to integrate community activities at these centres but usually they are limited. The new Londonderry mall in the northeast will be somewhat different in that two levels of shopping are being constructed.

Also in the planning stages (in several of the

outline plans) are proposals for town centres. That is, for the integration of community, residential and retail facilities on one site, for the purpose of creating true community focal points.³ Whether these proposals will be implemented is another question but how municipal officials, retailers and consumers view their potential will also be considered in later chapters.

It remains, however, that the trends which are taking place are based on an economic rationale and there is virtually no behavioral input to complement this approach. It is a major thesis of this research that the behavioral input must be considered before it will be possible to say an effective planning methodology has been employed in developing retailing in Edmonton.

³For a more detailed discussion of the town centre concept see: Humphrey Carver, Cities in the Suburbs. University of Toronto Press, Toronto, 1962, 120 pp.

CHAPTER IV

MUNICIPAL OFFICIALS: PERCEPTION OF RETAILING

The major objective of the present chapter is to determine how municipal officials view retailing in Edmonton. The views of planners, city councillors, M.P.C. members and D.A.B. members will also be considered individually. The present chapter, therefore, comprises an examination of municipal officials' knowledge levels of and their experiences with retailing. In addition, their perception of retail structure and the perceived quality of retail forms is investigated. Finally, Edmonton's retail structure and planning concepts and policies are examined.

SELECTED SAMPLE CHARACTERISTICS

Most municipal officials were middle aged (Appendix E, Table 1). This was not surprising since many of the interviewees had achieved senior management status. Also, only 6.7 per cent of the sample comprised women (Appendix E, Table 2). Most of the respondents were born in Canada (73.3 per cent) although 20 per cent were born in Britain (Appendix E, Table 3). Those from European and Asian countries were in a definite minority. The average education level of this group was quite high. Seventy per

cent had a university degree (10 per cent also had university training but had not completed a degree) and 3.3 per cent had some form of technical training (Appendix E, Table 4). Only 16.7 per cent of the respondents had not gone beyond grade school. Most of the municipal officials interviewed had lived in Canada for at least twenty-five years and some for much longer (Appendix E, Table 5) but considerably fewer had lived in Edmonton for that length of time (Appendix E, Table 5). This suggested that although they might be very familiar with the Canadian scene, they would be considerably less familiar with Edmonton.

KNOWLEDGE LEVELS OF RETAILING

Retail and Planning Objectives

Retailing Objectives. Retailing has been defined as the acquisition of goods and nonprofessional services and their subsequent sale to final consumers. Its purpose, however, could be considered as twofold. It is intended to provide both a service for consumers and a living for entrepreneurs. Perhaps these objectives are so obvious that many tend not to recognize them but it remains that only 3.3 per cent of the municipal officials interviewed identified both objectives (Appendix F, Table 1). A further 16.7 per cent felt retailing was intended to provide

a service to consumers and 30 per cent stated its purpose was to make a profit for the retailer. The latter two types of response were most typical of M.P.C. and D.A.B. members. Many interviewees (43.3 per cent), particularly planners and city councillors, tended to evade the question and attempted to describe the process of retailing.

Planning Objectives. Municipal officials, as a group, demonstrated considerable inability to verbalize their thoughts on planning in the form of a definition. Of the thirty individuals interviewed, 43.3 per cent described planning by referring to orderly growth and linkages between urban activities (Appendix F, Table 2). This type of response was most typical of planners. Another 30 per cent mentioned orderly growth but did not note relationships between urban activities. An additional 13.4 per cent of the respondents replied in a piecemeal fashion, usually making reference to one activity. Also, 13.3 per cent reverted to an assessment of how good or bad planning was in Edmonton. Responses like the previous were particularly typical of D.A.B. and M.P.C. members and to some extent of city councillors whose responses seemed either very knowledgeable or very difficult to interpret.

Planned Retail Development. Presumably, if a respondent had little idea as to the purpose of retailing, or was unable to define urban planning, then a reasonable

description of planned retail development could not be expected. This is at least true at a conceptual level but not always so in practice. Often, municipal officials were able to recognize planned retail development intuitively, without really being aware of the purpose of retailing or being able to define planning. More specifically, 53.3 per cent of the sample had a reasonable idea as to the nature of planned retail development, a much higher percentage than occurred in the previous two instances (Appendix F, Table 3). This group was characterized mainly by planners but more respondents from the remaining three groups responded effectively than they did when the objectives of planning and retailing were considered. However, it should be remembered that 46.7 per cent of the interviewees had very little idea about the nature of planned retail development. Only 33.3 per cent of the councillors interviewed demonstrated any understanding of planned retail development. The fact that 53.3 per cent were able to respond at a meaningful conceptual level may have been a result of increasing familiarity with the types of questions being asked. It may also have been easier for respondents to discuss planned retail development because they were able to relate to a portion of the landscape which could be visualized. Municipal officials could not do this when describing retail and planning objectives.

In total, planners appeared the most knowledgeable about retail and planning objectives and planned retail development and they were followed by D.A.B. members and M.P.C. members (who were comparable) and then city councilors. It would appear, therefore, that in order to make more knowledgeable decisions about retail development, elected officials must become more aware, at a conceptual level, of retail and planning goals. The same can be said for D.A.B. members and M.P.C. members, but to a lesser extent.

The Development of Retail Activities

Retail Forms and the Decision-Making Process. In order to probe further the interviewees' knowledge levels of retailing, they were asked to describe the decision-making process which had to be followed in establishing regional, community and neighborhood shopping centres and isolated stores. In particular, an awareness of different procedures in establishing the four types of retail forms was being investigated. The responses of all four groups in the sample were so varied that meaningful categorization was not possible. Respondents were unaware of procedures in which they were not directly involved. This is indicative of frequent complaints about red tape and the 'run-around' given by government agencies. If one municipal official does not know what the other is doing then little

else can be expected.

Retail Site Selection. Interviewees were more responsive and knowledgeable when specific questions about establishing retail activities were asked. With regard to retail location decisions, city council has the final decision-making authority but the decision schema usually involves, in varying degrees, city council, the planning department, developers and store owners. The largest proportion of municipal officials (36.7 per cent) did refer to all four groups as being involved but a large percentage (33.3 per cent) cited only the developer (Appendix F, Table 4). Planners and councillors were more frequently in the former group while M.P.C. members and D.A.B. members were more typically in the latter. This could partially be a result of long standing attitudes towards developers which are not exactly favorable and which became more and more evident as the interviews progressed. The planning department and city council were identified by 16.7 per cent and 13.3 per cent of the respondents respectively. There was a definite tendency for planners and city councillors to identify themselves or each other as the primary decision-makers in site selection questions. Excluding those who responded by identifying all four groups as being involved in decisions about site selection, the tendency was for municipal officials to favor the private sector

(despite the fact that no respondent cited store owners as being involved).

The Type of Retail Establishment or Centre. Municipal officials felt quite strongly that the private sector played the dominant role in decisions about the type of establishment or centre to be constructed (Appendix F, Table 4). In fact, 50 per cent cited the developer and an additional 13.3 per cent indicated the store owner. All M.P.C. members and 60 per cent of the D.A.B. members responded by identifying the developer. Only 3.3 per cent of all respondents cited the planning department and no interviewee identified city council. However, 30 per cent of the municipal officials indicated involvement by developers. This group comprised mainly planners and city councillors. The fact that a large number of respondents identified the private sector suggested that municipal officials tended to recognize the ability of the developer to bring about change in municipal regulations.

The Size of a Retail Establishment or Centre. When interviewees were asked who was involved in making decisions about the size of establishments or centres, the private sector was still favored (40 per cent cited developers and 3.3 per cent store owners) although by slightly fewer respondents (Appendix F, Table 4). This group comprised mainly M.P.C. and D.A.B. members. Only 6.7 per cent

of the municipal officials identified the planning department while none responded by saying city council. However, 33.3 per cent identified all four groups as being involved in decisions about the size of facility to be constructed. This group comprised mainly planners and city councillors.

Planned Shopping Centre Composition. Municipal officials were even more emphatic about the lack of involvement by the public sector in decisions about the composition of planned shopping centres. No respondents cited either the planning department or city council while 53.3 per cent quoted the developer and 10 per cent mentioned the store owner (Appendix F, Table 4). The private sector was favored more by M.P.C. and D.A.B. members while planners and councillors more frequently indicated the involvement of themselves and developers and owners in decisions. The latter was cited by 30 per cent of all municipal officials.

EXPERIENCE WITH RETAILING

Acquisition of Products by Consumers

Retail Forms and Traffic Congestion. The downtown appears to be the most congested part of Edmonton but only 43.3 per cent of the municipal officials felt traffic congestion created a serious accessibility problem in the area (Appendix G, Table 1). Compared to major U.S. cities,

the congestion problem did not appear very serious--in fact, this was the comparison made by many who said it was not. Of those who said it was a problem, most were planners or proponents of rapid transit. M.P.C. members felt quite strongly that it was not a problem while D.A.B. members were split on the question. City councillors, for the most part, felt it was not a problem although 33.3 per cent felt it was. These findings seem consistent with the view that planners tend to be more aware of problems or at least view them more seriously than other groups of municipal officials.

The vast majority of municipal officials did not view accessibility as an important problem in gaining access to regional, community or neighborhood shopping centres. Ribbon streets, however, were a different matter. Fifty per cent of the municipal officials interviewed felt they were characterized by a traffic congestion problem. It was the same groups (planners and proponents of rapid transit) that indicated a problem existed downtown who felt there was one on ribbon streets. In the case of the downtown, the desire on the part of some to introduce rapid transit may have tended to make congestion appear worse than it actually was. In the case of ribbon streets, the desire on the part of many to improve their quality while others consider them to be unique and functioning satisfactorily, results in a similar situation.

Retail Forms and Crowding. Sixty per cent of the municipal officials ranked the downtown as the most crowded area on a five point scale and a further 30 per cent ranked it as second (Appendix G, Table 2). All groups but M.P.C. members viewed the downtown as the most crowded area and in the latter case responses were split between the downtown and regional centres. This was somewhat different because results from the D.A.B. group were usually the least decisive.

A majority of respondents (53.3 per cent) ranked regional centres second in terms of being the most crowded retail form (30 per cent also ranked them first). This ranking was assigned to regional centres by all groups except the M.P.C. who again were split between the downtown and regional centres. Community centres were ranked third (by 70 per cent of the respondents), ribbon streets fourth (by 43.3 per cent) and neighborhood centres fifth (by 50 per cent). In the case of the latter two retail forms, the percentages quoted represented the largest proportion of respondents in each case. Differences in response between the four groups of municipal officials for community and neighborhood centres and ribbon streets were not very distinct.

Retail Forms and Choice of Merchandise. Municipal officials isolated the downtown as having the best choice

of merchandise despite the recent increase in regional shopping centres (Appendix G, Table 3). All planners and D.A.B. members and most city councillors and M.P.C. members felt the best choice of merchandise could be obtained downtown. Only 13.3 per cent of the interviewees indicated regional centres and no respondent cited community or neighborhood centres or ribbon streets. This suggested, that despite accessibility problems in the downtown, most felt the area, from the standpoint of selection of merchandise, was still dominant. However, had these questions been asked a few years ago perhaps 100 per cent would have referred to the downtown as having the best choice of merchandise. A gradual erosion of dominance, therefore, may be taking place and this was what municipal officials as a group appeared concerned about.

Retail Forms and Consumer Service. The views of municipal officials were more diversified about where the best personal service could be obtained. The largest proportion of respondents (40 per cent) cited neighborhood centres (Appendix G, Table 3). Proportionally, more M.P.C. and D.A.B. members were in this group than planners or councillors. However, this finding contradicts a previous study on small food stores in Victoria, B.C. which concluded that personal service was not an integral part of

such operations.¹ In fact, operators often were found to be unfriendly and did little more than bag merchandise. The downtown and regional centres in contrast (cited by 20 per cent and 6.7 per cent respectively), offer delivery service and easily obtainable refunds. More city councillors than any other group mentioned the downtown as having the best personal service. It is questionable, therefore, whether small centres are providing the best personal service despite the fact that municipal officials perceive them as doing so. This mental picture of small centres may be what municipal officials like to think is taking place. The low priority given regional centres by municipal officials is also noteworthy since personnel at such retail forms pride themselves on good service to customers. Only 3.3 per cent of the respondents cited community centres and 13.3 per cent indicated ribbon streets as offering the best personal service.

Personal service and concern for an individual's needs are closely related but the former can take place without the latter. This was evident through comparison of the responses of municipal officials in Appendix G, Tables 3 and 4. Although neighborhood centres (cited by 46.7 per cent of the respondents) remained dominant

¹Norman A. Cook, Small Food Stores in Metropolitan Victoria. Unpublished M. A. Thesis, University of Alberta, Edmonton, 1969, 125 pp.

(mainly with the support of planners), interesting changes took place elsewhere. Regional centres, particularly favored by D.A.B. members, replaced the downtown in ranking second. This was probably a result of the presence of boutique establishments and other small stores in regional centres. Establishment personnel in the downtown and on ribbon streets were seen as showing the greatest concern for individual needs by only 20 per cent of all respondents. Community centres again ranked last, perhaps a reflection of their limited development in Edmonton.

Satisfaction With Retailing

Problems Associated With Retailers. Municipal officials faced few problems from retailers and no one problem was mentioned by a majority of respondents. In fact, 20 per cent stated they could not think of any real problems (Appendix G, Table 5). Those difficulties with which they did have to cope were easily classified. The most common problem (cited by 26.7 per cent of the respondents) was related to parking facilities. Retailers seemed either to want more parking space where it was not permitted or they saw little need for it where traffic congestion was present. A second problem, mentioned by 23.3 per cent of the respondents and which can also lead to congestion, was the desire to overdevelop retail sites. Although parking and site

overdevelopment were the main problems, conflict has also arisen over store hours and signs. The former have been an area of difficulty for many years in Edmonton and the problem does not yet appear to be solved. Usually, retailers wanted to increase their hours beyond those permitted by city bylaws. Sign problems have also arisen out of conflict with city zoning bylaws in that retailers often wanted larger signs than regulations permitted or they wanted to place them in a manner which conflicted with municipal regulations.

Planners most often mentioned parking, sign and site overdevelopment problems. City councillors also identified parking and site overdevelopment problems in addition to store hours on which they placed particular emphasis. M.P.C. members cited the fewest problems (site overdevelopment and store hours) while D.A.B. members proportionally identified problems more frequently than other groups.

Municipal officials turned to almost a completely new set of problems when they were asked what retailers could do to make shopping easier on the consumer. They included store hours and site overdevelopment. Interviewees (36.7 per cent) cited the need for improved service (Appendix G, Table 6), relating it to reductions in staff by many large chains. This was particularly true of

city councillors and M.P.C. members. Problems related to price were also noted by 16.7 per cent of the respondents (mainly planners). They referred to price in a humorous vein, meaning cost but also from the standpoint of clearly marked prices on products. Parking was mentioned equally as often, particularly with reference to the downtown and ribbon streets. It was referred to as a problem by all groups. Recently, emphasis has been placed on the standardization of products, from the standpoint of actual packaging and in terms of weights and measures. Ten per cent of the respondents (mainly planners) cited this as a problem to be resolved by retailers. In fact, however, this is a question which must be resolved by the manufacturer. Retailers could, perhaps, bring some pressure to bear. Approximately 16 per cent of the sample felt no improvements were needed.

Number and Type of Retail Establishments in

Edmonton. When questioned generally about the number of retail establishments in Edmonton, most municipal officials appeared quite passive. This was borne out by the large percentage of respondents (76.7 per cent) who described the number of retail establishments in Edmonton as adequate (Appendix G, Table 7). This group comprised proportionally equal components from all four categories of municipal officials. Despite the high failure rates which are

characteristic of retailing, only 10 per cent of the sample said there were too many establishments. This group comprised mainly D.A.B. members. A few respondents (6.7 per cent) even said there were not enough retail businesses in Edmonton. In spite of the large number of establishments like service stations, beauty salons and grocery stores, only 6.7 per cent felt there was an imbalance of retail activities in Edmonton.

With respect to the number of specific establishment types in Edmonton, municipal officials felt few changes were desirable (Appendix G, Table 8). They were also quite noncommittal about the types of changes they would like to see. Several municipal officials, however (13.3 per cent), especially planners, did feel that more specialty stores were needed in Edmonton. The only establishments which some municipal officials wanted to see decline in number were food stores (13.3 per cent), automotive establishments (6.7 per cent), hardware stores (3.3 per cent) and personal service establishments n.e.s. (3.3 per cent). Municipal official responses, therefore, generally supported the maintenance of the status quo.

Preferred Areas of Shopping. Municipal officials did not demonstrate a majority preference for shopping at any particular retail form. The largest proportion (36.7 per cent) favored regional centres (Appendix G,

Table 11) and comprised respondents from all four categories of municipal officials, especially M.P.C. members. This was interesting in view of the civic administration's desire, in general, to promote the downtown. It means that although they are encouraging growth in the downtown, few prefer to shop there (26.7 per cent). Half of the planners interviewed definitely favored shopping downtown but the same was true of only one-quarter of the city councillors. Perhaps the downtown is still being promoted because of the idea that strong downtowns are good for cities. Only 3.3 per cent cited community centres, 10 per cent indicated ribbon streets and no interviewees mentioned neighborhood centres. A further 23.3 per cent of the respondents had no preference for any particular retail form.

Preferences for regional centres were based on variety, convenience, pleasant atmosphere and good parking (Appendix G, Table 12). Preferences for the downtown were based on the first three of these factors. Considerably fewer respondents indicated preferences for community and neighborhood centres or ribbon streets. Although many previously indicated neighborhood centres as offering the best personal service, few preferred to shop there. Consequently, factors such as convenience and variety, more than personal service, would appear to be of greater importance to municipal officials.

PERCEPTION OF RETAIL STRUCTURE

Pattern of Retailing

Perception of Retail Pattern. Municipal officials found it difficult to describe the pattern of retail development in Edmonton. This was caused partially by the open ended nature of the question but also because it simply was a difficult question to consider, especially if it had been given no previous thought. The actual pattern of retailing in Edmonton was outlined in Chapter III, Figure 6, but the manner in which most municipal officials described retailing did not reflect this pattern accurately. For example, 43.3 per cent simply described the pattern as scattered and only 13.3 per cent of the respondents described retailing in Edmonton as having a strong core surrounded by subcentres and characterized by lineal tentacles (Table 1). This group comprised mostly planners. A further 23.3 per cent were at a loss for an answer and 20 per cent replied with answers to which little meaning could be attached. City councillors were the group most frequently unable to offer any description. M.P.C. members and D.A.B. members were about equal in their ability to describe the pattern of retailing and both groups fell between planners and city councillors in this regard. In total, the standard of response was low as most

municipal officials were not able to visualize the pattern of retailing in Edmonton.

TABLE 1 - MUNICIPAL OFFICIAL DESCRIPTIONS
OF EDMONTON'S RETAIL PATTERN

Description of the Retail Pattern	Per Cent
Scattered Emphasis on Strong Core with Subcentres--Mention of Linear Tentacles	43.8
Don't Know	13.3
Other	23.3
	20.0
TOTAL	100.0

Source: Municipal Official Questionnaire Survey, 1971.

Perception of the Location of Most Retail Sales.

There are no precise figures on the volume of retail sales in Edmonton except for the city as a whole or for census tracts but this does not reduce the importance of knowing where municipal officials perceive most retailing is taking place. It became evident during the interviewing that municipal officials were very much oriented toward the downtown and this was supported by the 53.3 per cent of the respondents who felt most retailing was taking place there (Appendix H, Table 1). The downtown was identified frequently by city councillors (definitely consistent with their policy of promoting the downtown) but less often by

the other three groups. There was a real fear that declining cores in the U.S. could become prevalent in Canada and more specifically in Edmonton. However, no respondents could give a reason for the necessity of a strong core. Of the interviewees who cited regional shopping centres (33.3 per cent), few seemed concerned about the downtown as a viable unit. Most felt it would be desirable if it remained strong but perceived more sales were already taking place in regional centres. Therefore, although many municipal officials wanted a dominant downtown, it was not overwhelmingly perceived as the location of most retailing in Edmonton. Perhaps this explains why the administration feels it necessary to promote this area.

Perception of Planned Retail Development. In terms of the definition of planned retail development given in Chapter III, 19.7 per cent of retail development in Edmonton was found to be planned. All four groups of municipal officials tended to overestimate, by considerable amounts, the percentage of retail establishments in Edmonton which were part of planned developments. Only 6.7 per cent of the respondents estimated the 11 per cent to 20 per cent class which includes the correct proportion (Appendix H, Table 2). Planners and M.P.C. members made the most accurate estimations since half of the planners and 57.1 per cent of the M.P.C. members cited less than 30 per cent. Most D.A.B.

members quoted more than 30 per cent as did all city councillors.

Perception of Planned Retail Development Location.

When asked to describe where most planned retail development in Edmonton was located, the interviewees tended to refer either to broad areas, for example, peripheral areas of the city, or to specific retail forms, for example, shopping centres (Appendix H, Table 3). Those who cited peripheral areas of the city (43.3 per cent) demonstrated some knowledge of what existed as most planned development is located in peripheral areas of the city in shopping centres of varying sizes. All planners responded in this manner but less than half of the M.P.C. interviewees and city councillors and no D.A.B. members did so. Planners, therefore, once again demonstrated a superior ability, largely because of their training, to visualize the pattern of retailing in Edmonton. However, municipal officials as a group demonstrated a lack of knowledge about the location and nature of planned retail development in Edmonton.

Perception of Retail Forms

Regional Shopping Centres. Although municipal officials commonly use the term, they demonstrated an

inability to describe regional shopping centres (Appendix H, Table 4). Only 26.7 per cent were able to refer to trade areas and the types of shops contained in regional centres as opposed to other retail forms. A further 6.7 per cent made piecemeal reference to the types of shops regional centres contained. An additional 66.7 per cent either could not describe a regional shopping centre or their description lacked meaning. Planners offered the best descriptions and D.A.B. members were least able to verbalize their thoughts.

Although municipal officials offered poor descriptions of regional centres, most were able to give an example of a regional centre. This again showed that municipal officials were unable to conceptualize development, which surely must be a prerequisite for making broad policy decisions. This presumably is the role of city council. In citing an example of a regional centre, many (46.7 per cent) referred to Southgate. This probably happened because the centre is new and most respondents had been there recently. Only 13.3 per cent of the interviewees cited examples which were not regional centres, the remainder referred to other regional centres in the city. Except for Southgate, municipal officials exhibited a tendency to name the centre nearest their place of residence.

Community Shopping Centres. Community centres, of all retail forms in Edmonton, were the least distinguishable for municipal officials. Only 10 per cent of the respondents made reference to the size of area served by community centres while 90 per cent could not respond at all (Appendix H, Table 4). Therefore, because most descriptions of community centres were incomprehensible (even by planners), it must be concluded that images of such structures are virtually nonexistent.

Whereas most respondents gave examples of regional centres, they could not do the same for community centres. Only 13.3 per cent of the interviewees gave an example while 86.7 per cent cited centres which were either too large or too small (by considerable amounts). Lansdowne, Lendrum and Strathern were the only centres identified. Also, community centres, unlike regional centres, were not known by name unless they were used very frequently. Even then, an inability to refer to a centre by name was common. Community centres, therefore, do not appear to contribute to the legibility of Edmonton's retail structure.

Neighborhood Shopping Centres. Most municipal officials could partially describe neighborhood shopping centres (Appendix H, Table 4). These retail forms were more familiar and meaningful to them than others. The size of area served or the intended function of neighborhood

centres were noted by 6.7 per cent of the respondents. A further 36.7 per cent made piecemeal reference to the shop types these centres might contain while 56.6 per cent offered poor descriptions of these facilities. Planners were best able to verbalize descriptions while the remaining three groups usually could not describe or made piecemeal reference to the establishment types such centres might contain.

It became evident that municipal officials did not perceive a four tier hierarchy of retail forms in Edmonton. It was evident that municipal officials visualized a three tier hierarchy comprising the downtown, regional centres and neighborhood centres. However, their ability to conceptualize this system was very limited and usually did not go beyond offering examples of specific shopping centres.

Ribbon Streets. The term ribbon street was not very familiar to most municipal officials (Appendix H, Table 5) and even when it was explained few were able to offer a reasonable description (6.7 per cent). Most simply did not understand the term (46.7 per cent) although several struggled to answer but really did not offer any real description (46.6 per cent). Planners were best able to describe ribbon streets while M.P.C. and D.A.B. members offered quite poor descriptions. City councillors, for the most part, had no idea about the nature of ribbon

streets yet the problems they cause frequently come before the civic administration.

Similar to previous instances, however, most were able to give an example of a ribbon street. One of the better known ribbon streets in Edmonton, 82 Avenue, was quoted most frequently. Otherwise, there was a tendency to cite the street nearest the respondent's home. Only 16.7 per cent of the interviewees were unable to give an example.

PERCEIVED QUALITY OF RETAIL FORMS

Quality of Retail Forms

It is the intention in this section to examine in a more specific manner how municipal officials perceive the downtown and regional, community and neighborhood centres and ribbon streets in terms of five subjective characteristics. They are: architectural appeal, on-site advertising quality, blend with surroundings, parking conditions and general maintenance. In most cases assessments were made on a five point scale (excellent, good, average, fair and poor).

Architectural Appeal. By architectural appeal is meant the overall design appeal of retail forms to respective interviewees. The only criteria established for good or bad appeal were those in the minds of the interviewees.

Municipal officials did not appear impressed with the downtown (Appendix I, Table 1). Eighty per cent ranked its architectural appeal as average or worse. Two-thirds of the planners interviewed were in this group. Of those who considered it at least good (particularly city councillors), most felt the mixture of design or the lack of an overall design concept added to its attractiveness from the standpoint of bringing the area alive.

A majority of respondents (63.4 per cent) felt the appeal of regional centres to be either good or excellent. Planners, however, were more critical about the architectural appeal of regional centres than other groups who tended to view them as important accomplishments for the City. There appeared to be an underlying attitude held by many councillors that any major development in the city was good and that citizens should be proud of such accomplishments rather than critical of them. Regional centres are also much newer than most structures and they function as separate and easily identifiable units. With the exception of additions, they were also designed to operate as a unit. Consequently, the emphasis placed on the architectural appeal of regional centres compared to the downtown was understandable.

Community centres were rated even lower than the downtown by municipal officials (66.7 per cent cited them

as average or worse). Yet, they are also designed as an integrated unit. This suggested again that municipal officials lacked knowledge about the nature of community centres and it emphasized their illegibility in the landscape.

Neighborhood centres exist in both planned and unplanned forms but it appeared that the unplanned, loosely knit centres were those remembered by municipal officials. With the exception of ribbon streets, they received the worst rating. Yet, they were considered the friendliest types of centres. There appears to be, therefore, a link between friendliness and a lack of planning.

Sixty per cent of the respondents considered ribbon streets to have poor architectural appeal and a further 23.3 per cent felt the mixture was too great to generalize. The fact that more respondents did not consider the architectural appeal of the downtown and ribbon streets poor suggested that there may be reason to leave them as they are. This being based on the idea that variety breeds interest. In general, only regional centres received a solid rating from municipal officials while the other four retail forms were not particularly impressive to any group.

On-Site Advertising. On-site advertising refers to advertising display material contained within stores or

attached to the exterior of buildings. On-site advertising in the downtown was given a higher rating than architectural appeal by municipal officials (Appendix I, Table 2). It was considered above average by 36.7 per cent of the respondents. This, despite the proliferation of signs in the downtown which it must be concluded are reasonably appealing to a large number of municipal officials.

Regional centres ranked highest in terms of on-site advertising and their rating was higher compared with that for architectural appeal. Planners, D.A.B. members and M.P.C. members were more impressed with the on-site advertising of regional centres than city councillors although city councillors were quite impressed with the architectural appeal of regional centres.

Assessments of on-site advertising at community centres were also better than those related to architectural appeal but not enough to improve their rating compared with other retail forms. Planners were more enthused about the quality of on-site advertising at community centres than most and city councillors in particular were not very complimentary. Evaluations of community centres were comparable to neighborhood centres and ribbon streets. However, city councillors offered more praise about the quality of on-site advertising on ribbon streets than other groups (planners in particular were quite critical).

Blend With Surroundings. Blend with surroundings refers to the extent which establishments and groups of establishments are integrated with their surroundings. Degree of blend does not imply that newer establishments blend more effectively. It is quite possible for old structures in older areas to be functioning very effectively. For example, Southgate is very new but little has been done to soften its impact on surrounding residential development.

Municipal officials rated the five retail forms in terms of blend with surroundings in the same order as for architectural appeal and quality of on-site advertising. However, a ranking system was not used in this case; yes and no responses were elicited. Regional centres dominated (Appendix I, Table 3) but 33.3 per cent of the respondents cited both the downtown and community centres as blending well with their surroundings. M.P.C. respondents seemed most impressed with the downtown from the standpoint of blend with surroundings while D.A.B. members were least impressed. It was unusual to find these two groups at either extreme--most often planners and city councillors were in these positions. D.A.B. members were most impressed with regional centres but most M.P.C. members also felt they blended well with their surroundings.

Neighborhood centres were regarded much like the

downtown and community centres by municipal officials but ribbon streets were rated fifth and their mention often brought comments about the problems they create. None of the four groups of municipal officials rated ribbon streets very highly. Consequently, despite the very subjective nature of the questions asked, responses to the first three variables (architectural appeal, on-site advertising quality and blend with surroundings) were very consistent.

Parking Conditions. It has been established that parking space is more abundant at planned shopping centres in suburban areas. This view was generally upheld by municipal officials. Regional centres were seen as having the best parking facilities, followed by community and neighborhood centres (Appendix I, Table 4). However, only city councillors considered parking to be excellent at regional centres. Although parking was viewed as being worse downtown than at these retail forms, most respondents still considered it better than the space available on ribbon streets.

General Maintenance. General maintenance refers to the overall manner in which buildings are maintained. Despite the basic lack of architectural appeal in the downtown compared to regional centres, most municipal officials considered retail buildings in the area were maintained quite well (Appendix I, Table 5). Their maintenance was

not considered to be as good as regional centres but it was better than community or neighborhood centres or ribbon streets. The latter in particular were considered to be quite rundown by most respondents. General maintenance was seen as better downtown than at other retail forms (except regional centres) by all groups.

EDMONTON'S RETAIL STRUCTURE AND PLANNING CONCEPTS AND POLICIES

Neighborhood Retail Structure

It has been established that neighborhood unit planning (including retail planning) in Edmonton is taking place on the basis of design concepts put forward by Clarence Perry in the late twenties. In this regard, the present section is aimed at establishing whether these principles are favored by individuals responsible for proposing and implementing them.

Location Preferences. Forty per cent of the municipal officials questioned preferred to have neighborhood retail centres located at the intersections of major arterials and 66.7 per cent preferred their location in the heart of residential areas² (Appendix J, Table 1). No

²The author would like to strongly emphasize at this point that the phrase "in the heart of residential areas" may not have been construed by the respondents to mean in the centre of neighborhood units as was originally intended. Because of this fact the results must be considered as very suspect so far as the positioning of neighborhood centres is concerned. This problem emphasizes the necessity of precise terminology in any questionnaire study. These statements also apply to all future instances where the phrase "in the heart of residential areas" is applied.

respondents felt neighborhood retail centres should be strung out along major arterials. A majority of all groups except the M.P.C. preferred the location of retail centres in the heart of residential areas. Most of the latter favored their location at the intersection of major roadways.

Municipal officials were very reluctant to suggest that neighborhood centres should be located near schools. Thirty per cent considered it desirable (Appendix J, Table 2). In contrast, 86.7 per cent favored retail and community facilities being situated in close proximity to each other. The general concensus was that locating commercial establishments near schools creates friction between retailers, who find their premises being used as 'hang outs' and school authorities, who must cope with the resulting complaints. A majority of the municipal officials favored the proximity of neighborhood centres to community facilities although not to schools. However, planners seemed less sure of this idea than the other groups.

It would appear then, that municipal officials favor locating retail and community facilities in close proximity, with schools being located a 'safe' distance from them. Both of the former would be located in the centre of residential areas and where schools would be located

remains a moot point. This discussion has been at a conceptual level and obviously adjustments would be necessary depending on local situations.

Preferences for Improvements in Neighborhood Retail Structure. Aside from the location question considered previously, all planners, D.A.B. members, M.P.C. members and 13.3 per cent of city councillors considered that improvements in neighborhood retail structure were necessary. These improvements can be categorized in terms of problems related to parking and accessibility and to the general improvement of shopping environments (Appendix J, Table 4). The former is interesting since neighborhood centres are planned for and based on the principle of being within easy walking distance of the potential market. Yet municipal officials in Edmonton felt better parking and improved automobile accessibility should be provided. General improvement of the shopping environment refers to retail buildings and to shopping atmosphere which were of some concern, particularly to planners and city councillors. Other problems were also mentioned (such as improved service) but less frequently than the two previously mentioned. No improvements were considered necessary by 33.3 per cent of the interviewees.

The Retail Structure of Edmonton

Location Preferences. Respondents in the municipal official group were predominantly in favor of concentrating retailing firstly in the downtown and secondly in regional centres (Appendix J, Table 5). The downtown, however, was not where most municipal officials preferred to shop. Mainly planners and D.A.B. members wanted emphasis downtown and at regional centres. About half of the respondents favored continued concentration in community and neighborhood centres and 30 per cent suggested continued emphasis on ribbon streets. City councillors and M.P.C. members, more than planners and D.A.B. members, felt future development should be distributed throughout the five retail forms.

It was noted in Chapter III that most plans for new development areas in Edmonton contain proposals for the development of town centres. This concept comprises the integration of office and residential high rise developments and school and community facilities with regional shopping centres. This is on a much larger scale than the neighborhood developments discussed previously and in a city the size of Edmonton there might be scope for six or seven such facilities.

Municipal officials tended to feel the integration of these facilities with regional shopping centres would

be beneficial (Appendix J, Table 6). This included all planners and most city councillors and it was one of the few occasions on which relative agreement between these two groups occurred. Only 20 per cent of the interviewees considered it would be harmful while 16.7 per cent felt there would be no effect on regional centres if this type of development were to take place. Half of the D.A.B. members were among those who said such a proposal would detract from regional centres. The viewpoints of municipal officials, however, were generally consistent with town centre proposals which are in the planning stages.

Preferences for Improvements in Edmonton's Retail Structure. Municipal officials most often indicated the following three preferences for improvements in Edmonton's retail structure: more and better landscaping, more mall development downtown and more shops on the ground floor of office and high rise apartment buildings (Appendix J, Table 7). The first was their first priority. Interviewees cited massive above ground parking lots as being unsightly, particularly when accompanied by the lack of landscaping. With respect to mall development downtown, attempts (as noted in Chapter III) are being made to develop an underground walkway system with nodes of retail activities in the basements of buildings. Proposals have also been put forward for above ground malls but the

problems in implementing them appear to stem from the fear of retailers who are not included in such proposals that they will lose business. Concerning the third type of suggested improvement, there is a trend in Edmonton toward the development of businesses at the base of high rise buildings. Municipal officials felt more planning in this vein would be desirable.

Less frequently preferred improvements comprised more underground parking, computer shopping and more multi-level shopping facilities. Underground parking is almost nonexistent in Edmonton, mainly because of the costs involved. More development of this type would provide greater scope for improved landscaping. Computer shopping was advocated by those who did not derive much pleasure from shopping--a trait of many municipal officials. Admittedly its implementation is far in the future but its potential should be recognized. With the exception of The Boardwalk, the only extensive multi-level shopping facilities in Edmonton are those in the basement of high rise towers, with ground level shopping above. Considerable space could be saved by their development in regional centres.

Other less frequent suggestions were made as to how retail structure could be improved. These included more community orientation on the part of retailers and greater amounts of social interaction among customers. In this

regard, the development of more social interaction was not that important when considered with other problems but when isolated 60 per cent felt it was a desirable component of the shopping environment (Appendix J, Table 9). Some respondents (33.3 per cent), however, did not.

Priorities for general improvements in Edmonton's retail structure were quite different at the intra-group level. Planners considered more and better landscaping, more mall development downtown, more shops in the bottom of high rise apartment and office buildings, more multi-level shopping facilities, computer shopping from the home and more controlled ribbon development as almost equally important. City councillors emphasized more and better landscaping and more shops in the bottom of high rise buildings and computer shopping as well as more underground parking. M.P.C. members stressed the first two of these improvements while D.A.B. members stressed the need for more landscaping. With respect to the desirability of social interaction in retailing, M.P.C. members were the only group against promoting it while planners viewed it as very desirable.

The previous discussion was related to retail structure in general. Improvements considered necessary for specific retail forms (downtown, regional, community and neighborhood centres and ribbon streets) were also examined. In this regard, municipal officials felt the

least improvement was necessary at regional and community centres where 43.3 per cent and 36.7 per cent respectively felt no improvements were needed (Appendix J, Table 8). Parking was recognized as a problem mainly in the downtown and on ribbon streets while 26.7 per cent felt more mall development was needed downtown. Improved service and additional stores were not really considered necessary anywhere but 20 per cent of the interviewees felt ribbon streets should be eliminated. A considerable number also felt the general shopping environment could be improved at all centres. Consequently, parking problems downtown and on ribbon streets were of greatest concern as was the general shopping environment at all centres.

With respect to changes needed in specific types of retail forms, planners again stressed the need for a general improvement in the shopping environment in all areas. Almost half of the city councillors felt no improvements were necessary at regional and community centres while parking and accessibility downtown and on major streets seemed to be of greatest concern. Most M.P.C. members felt no improvements were needed at regional centres but they were very concerned about parking and accessibility to the downtown. D.A.B. members were quite passive as they demonstrated little concern over any problems.

Citizen Involvement in Planning

Fifty per cent of the municipal officials interviewed felt the average person has a voice in where retail facilities are to be located whether it be in relation to a residence or any other form of development (Appendix J, Table 10). Most planners (two-thirds) felt the average person has not had a voice in the location of retail facilities in the past and in contrast over half of the city councillors involved felt they had. D.A.B. members and M.P.C. members were almost evenly split on the question. In total, only 23.3 per cent of the respondents said consumers or retailers should have a voice. Many (46.7 per cent), however, were not sure (Appendix J, Table 11). Therefore, if 50 per cent stated the public has had a voice and only 23.3 per cent favored this, some municipal officials want more decisions made strictly by the administration. In fact, half of the planners felt the public should not be given a voice in the location of retail activities. M.P.C. members and D.A.B. members also tended to have a negative attitude although 66.7 per cent of the M.P.C. members would not respond to the question.

In specifically describing the amount of public participation in the planning process that has taken place in the past, a majority (70 per cent) of municipal officials felt there had been some and 80 per cent were in favor of more (Appendix J, Tables 12 and 13). Opinion was

far from unanimous, however, as 20 per cent were definitely opposed to greater public involvement. There was little difference of opinion between groups on the amount of public participation in the planning process that had taken place in Edmonton in the past. In contrast, planners and city councillors were almost unanimous in favoring more while M.P.C. members and D.A.B. members were virtually split on the question with a slight majority in favor of greater involvement. Generally, therefore, municipal officials were in favor of more public participation but when it came specifically to retailing many respondents appeared to take a negative attitude.

CHAPTER V

RETAILERS: PERCEPTION OF RETAILING

The aim of the present chapter is to illustrate how retailers view retailing in Edmonton. It comprises an examination of retailers' experiences with and their knowledge levels of retailing. In addition, their perception of retail structure and the effect of retail establishments on neighborhood quality are also investigated. Lastly, Edmonton's retail structure and planning concepts and policies are considered.

SELECTED SAMPLE CHARACTERISTICS

The modal age group of retailers was thirty-five to forty-four years (26.4 per cent) but they ranged in age from their early twenties to late sixties (Appendix E, Table 1). Most retailers tended to be between twenty-five and fifty years of age. In addition, most were men (77.4 per cent) although the number of women involved (22.6 per cent) was quite high (Appendix E, Table 2). A majority of operators were born in Canada (65.3 per cent) and 18.8 per cent were of European origin (Appendix E, Table 3). The latter finding is indicative of Edmonton's ethnic diversity which is reflected in many of the city's

retail establishments. The education levels achieved by retailers were not high. Only 7.1 per cent had a university degree while 57.4 per cent had no training of any type beyond Grade 12 (Appendix E, Table 4). Most retailers had lived in Canada for at least twenty years (78.4 per cent) but only 37.2 per cent had lived in Edmonton for that length of time (Appendix E, Table 5).

KNOWLEDGE LEVELS OF RETAILING

Retail and Planning Objectives

Retailing Objectives. Retailers have often been accused of having too much concern for profit and not enough for the consumer. A great deal of concern over the profit motive might be expected but not to the exclusion of other factors. This attitude was generally borne out by the questionnaire responses since many, although not a majority (41.8 per cent), identified the purpose of retailing as making a profit (Appendix F, Table 1). Considerably fewer respondents (23 per cent) identified the purpose of retailing as providing a service to consumers. These respondents left doubt in the interviewers' minds as to whether they really meant what they were saying. This was evident from their rather cynical nature in providing this response (reported informally by the interviewers). Ideally most retailers might have considered both of these

factors as comprising the purpose of retailing but only 9.2 per cent did so. An additional 9.2 per cent of the respondents attempted to describe the process of retailing while 16.8 per cent could not answer or answered in a manner which lacked meaning. Most retailers, therefore, were motivated firstly by profit and secondly by providing a service. This appears to contradict many advertisements which emphasize the service aspect to the general public. It remains, however, that most retailers had some idea about the basic function of retailing.

Planning Objectives. Questions about the nature of planning seemed to bring out a cynical attitude. When asked to define the term, many (45.2 per cent) assessed how good or bad it was in Edmonton (Appendix F, Table 2). This assessment usually brought with it complaints about the civic administration in general. A second type of response comprised reference to one activity in the landscape. For example, respondents (25.9 per cent) would single out the traffic problem in the city and cite how it needed improvement. Interviewees who described planning objectives in this manner were aware of planning but they simply had not given it much consideration. A third group of respondents (12.6 per cent) mentioned orderly growth but their answers lacked depth; reference usually being made to a few specific activities.

Often, as well, the respondents would make reference to problems related to their own establishments, assuming that these matters came under the jurisdiction of planners. An additional 15.1 per cent of the interviewees could not begin to describe planning objectives. This lack of knowledge might be considered surprising because of the large number of interviewees who operated their stores in planned shopping centres. In fact, very few respondents (1.3 per cent) offered complete descriptions of planning objectives. These respondents suggested that planning comprised orderly growth and involved consideration of relationships between land uses. The majority of respondents, therefore, lacked familiarity with the scope of planning.

Planned Retail Development. Given the general inability of retailers to define planning, it was not expected that their descriptions of planned retail development would show great improvement. It was found, however, that when retailers (much like municipal officials) were able to relate directly to the retail component of the landscape, the quality of their responses increased considerably. In fact, 26.8 per cent were able to respond at a relatively high level (Appendix F, Table 3). This compared to 1.3 per cent in the case of descriptions of planning objectives. A second group (21.3 per cent) offered the view that planned retail development comprised shopping

centres while a somewhat smaller group (9.2 per cent) cited an example of a specific shopping centre. In most cases the example was either a regional shopping centre in Edmonton or the planned centre in which the respondent was situated. This type of response demonstrated that while the retailer may have known what planned retail development was, he found it difficult to communicate this knowledge to others. Despite the improved quality of responses in general, there were relatively large proportions of interviewees who could not offer any response (18.8 per cent) or who offered responses which could not be categorized (23.8 per cent).

Although there were fewer retailers who described planned retail development compared to those who described the purpose of retailing or defined planning, those that did seemed more knowledgeable. Despite this, however, and considering the relevance of the nature of retail development to retailers, more complete descriptions might have been expected. That this did not happen should be considered critical by the civic administration, particularly if it wants the cooperation of retailers in future developments. There remains an elite group of retailers who operate large and profitable businesses and who are well educated and aware of new developments but the majority are small businessmen, who, according to the interviewers, frequently appeared fearful of change and

innovation. It is the latter group who must be reached if their fears are to be removed and their cooperation obtained.

The Development of Retail Activities

Retail Site Selection. Retailers were very inconsistent about who was involved in making decisions about retail locations. Although there is no apparent way in which any one group (whether it be city council, the planning department, developers or store owners) can be singled out as the only decision-maker in a given situation, many retailers felt there was. The largest proportion of retail respondents (31.4 per cent) selected city council as the primary decision-maker in site selection questions (Appendix F, Table 4). There was no apparent reason for this other than the presumed authority of city council and the tendency of retailers to blame everything on this body. A further 14.2 per cent of the respondents indicated store owners while 13.8 per cent cited the planning department as being the primary decision-maker in site selection questions. Interviewees who offered either of these responses demonstrated a lack of knowledge about the procedure involved in obtaining a new site. The owner only initiates an action and the planning department is most often involved at an advisory level. Only 10.4 per cent of

the respondents cited developers. A similar proportion (10.9 per cent) was able to provide the most complete description, that is, indicating all four groups as participating in decisions about retail sites. The overall response to the question of retail site selection reflected a lack of awareness by retailers about site decision processes which were taking place beyond the scope of their own business.

The Type of Retail Establishment or Centre.

Although determining the type of establishment or centre is a completely separate question from the site selection problem, it usually involves the same decision-makers. That is, the owner or developer initiates a proposal which must be approved by the planning department and possibly by council. Responses from retailers indicated they knew it was a different problem and in most cases they also gave a different response (Appendix F, Table 4). However, no single decision-making group was considered dominant. Only 19.2 per cent of the respondents cited city council as being involved in decision-making (compared to 31.4 per cent in the site selection question). Planners also declined in importance since they were cited by only 11.3 per cent of the interviewees. Respondents tended to cite the developer (15.5 per cent) and store owner (21.8 per cent) at the expense of the public components in

the decision-making schema. Those who cited all four groups as being involved comprised only 9.6 per cent of the sample. This low proportion indicated an inability of retailers to view the decision process as a system involving several stages. The percentages of respondents who were unable to reply (8.4 per cent) or who offered answers which could not be categorized (22.6 per cent) were relatively high and consistent with responses to the site selection question. Therefore, from the retailers standpoint, the public sector has more say in site selection questions while the private sector is more influential in determining the type of establishment or centre to be constructed. Many retailers genuinely believed that selecting a site was a matter which involved the public but that decisions about the type of establishment or centre to be constructed concerned only those directly involved in its construction.

The Size of a Retail Establishment or Centre.

Responses were more evenly distributed among potential choices in the case of establishment or centre size than for the questions involving site selection or the type of establishment or centre to be constructed. This meant that the percentage of respondents who cited all four groups (city councillors, planners, developers and store owners) as being involved in decisions about the size of a

facility to be constructed almost doubled to 18.8 per cent of the respondents (Appendix F, Table 4). Generally, as well, there was a very definite change in responses to those categories which represented the public sector (city councillors and planners). This is analagous to the situation with respect to the site selection question. Actually, 23 per cent of the respondents cited city council and 13.4 per cent mentioned the planning department. In contrast, 15.1 per cent of the sampled retailers cited the store owner and 11.7 per cent noted the developer. Few respondents were unable to respond (18 per cent). Retailers seemed better able to grasp the problems of and relate to facility size than to location or type of establishment or centre to be constructed.

Planned Shopping Centre Composition. Retailers felt very strongly that private, rather than public groups, were involved in decisions about the composition of planned shopping centres (Appendix F, Table 4). This appeared to reflect a belief that the composition of shopping centres was for the owner to determine. The largest proportion of interviewees (36.4 per cent) cited developers and 26.4 per cent indicated store owners. A fairly large proportion (19.7 per cent) was not able to respond to the question. The contrast between the perceived roles of the public and private sectors is emphasized by noting that 7.9 per cent

of the sampled retailers referred to city council and that 2.1 per cent referred to planners. As a result of the emphasis placed on decision-making by the private sector, few respondents (7.5 per cent) cited all four groups (city councillors, planners, developers and store owners) as being involved in decision-making. This again reflected the inability of retailers to view processes which were beyond their direct involvement.

EXPERIENCE WITH RETAILING

The Business

Major Problems in Establishing the Business. The range of problems faced by retailers in establishing their operations was not very great. They were classified into three main groups: financing, obtaining a site and getting customers. Financing problems were noted by 27.2 per cent of the respondents and were usually related to obtaining the required capital for establishing the business (Table 2). Many retailers who had difficulty finding a site (13.6 per cent) were still unhappy because for a variety of reasons they were unsatisfied with their final decision. Most of those who had difficulty obtaining a site had made a final selection with no expert advice. Frequently, as well, the site problem was related to difficulties retailers faced in attracting customers. This was a problem for 18.4 per cent of the respondents.

TABLE 2 - MAJOR PROBLEMS IN ESTABLISHING
THE BUSINESS

Problem	Per Cent
Financing	27.2
Obtaining a Site	14.6
Obtaining Customers	18.4
No Problems	37.2
Other	32.6

Source: Retail Questionnaire Survey, 1971.

Potential Changes in the Business. Although a majority of all retailers (59.4 per cent) indicated they had no major changes in mind for their businesses, the remainder were planning changes (Table 3). This was not

TABLE 3 - PLANNED BUSINESS CHANGES

Planned Change	Per Cent
Change in Location	4.6
Building Renovation	7.5
Space Expansion	10.9
Modification in Product Lines or Service	12.1
Going out of Business	4.2
None	59.4
Other	1.3

Source: Retail Questionnaire Survey, 1971.

surprising because retailing is constantly subject to external social and economic pressures which often result

in rapid change in the trade. The five most frequently planned changes were modification in product lines or service, space expansion, building renovation, change in location, and going out of business. Modification in product lines or service generally reflected the introduction of new products onto the market or innovations in the type of service to be provided. Space expansion was usually indicative of a successful operation which simply needed more room. Reasons for other changes were generally related to individual situations.

Self-Image of Retailers. Retailers were asked to identify, in terms of attracting customers, the one aspect of their operation which they considered most important. The intent was to discover how retailers viewed their own businesses so they could be compared with the views of municipal officials and consumers. Three major factors were isolated: good prices, good and courteous service and quality of merchandise (including a willingness by the retailer to stand behind the product or service being offered for sale). Only 8.8 per cent of the interviewees were concerned that consumers should be aware of their good prices before anything else (Table 4). The quality of merchandise or service and the willingness of retailers to stand behind them were considered important by more retailers (17.2 per cent). However, the largest proportion

TABLE 4 - BUSINESS CHARACTERISTICS WHICH RETAILERS
WANT CONSUMERS TO BE AWARE OF MOST

Business Characteristics	Per Cent
Good Prices	8.8
Good and Courteous Service	40.6
Quality of Merchandise	17.2
Other	33.5
TOTAL	100.0

Source: Retail Questionnaire Survey, 1971.

(40.6 per cent) stressed good and courteous service above all other aspects of their business. An additional 33.5 per cent of the retailers interviewed referred to miscellaneous factors uniquely related to their own business. For example, fur retailers and cleaners stressed the care taken in storing a fur coat.

Acquisition of Products by Consumers.

Retail Forms and Traffic Congestion. Many retailers (75.3 per cent) appeared particularly conscious of the accessibility problem downtown (Appendix G, Table 1). This is explainable by the high traffic volume in the area and by the tendency of retailers to be especially critical of any factor which reduces the ability of consumers to gain access to their establishments. Traffic congestion was also considered serious on ribbon streets but not as

bad as conditions downtown. This was reflected by 29.2 per cent of the respondents who indicated the problem existed on ribbon streets. Traffic congestion was considered much less serious in relation to shopping centres although 19.2 per cent of the respondents still felt it was a problem at regional centres. This again reflected their concern with factors which inhibited the movement of consumers. Considerably fewer respondents indicated there was a traffic congestion problem at neighborhood and community shopping centres. In relation to traffic movement at shopping centres generally, problems were considered to exist mainly at peak hours or, at times, in relation to specific shopping centres.

Parking and Consumer Attraction. Related to accessibility, retailers were also asked to rank, on a five point scale, the importance of parking in attracting their clientele. Parking was considered very important by 75.7 per cent of the respondents (Table 5). In addition, 14.6 per cent of the respondents gave the importance of parking a rating of four. This left only 9.6 per cent of the interviewees who assigned lesser ratings. Very few, therefore, did not view it as being an important requirement of their operation. It should be reemphasized at this point, that because most retailers depended on their operations for a livelihood, there may have been a tendency

TABLE 5 - THE IMPORTANCE OF PARKING TO
RETAILERS IN ATTRACTING
CUSTOMERS

Importance Rated On A Five Point Scale (One Represents Least Important)	Per Cent
1	2.1
2	2.1
3	5.4
4	14.6
5	75.7
TOTAL	100.0

Source: Retail Questionnaire Survey, 1971.

to overemphasize the accessibility problem compared to other groups. Anything that disrupted their potential for earning this livelihood, no matter how unimportant in the eyes of others, was considered quite serious by retailers. However, many retailers who perceived an accessibility problem were unwilling to do anything about it themselves in terms of increasing off street parking or reducing floor space to site ratios.

Retail Forms and Crowding. The amount of crowding inside stores, as perceived by retailers, varied considerably between retail forms. The downtown was perceived as the most crowded retail form by 86.6 per cent of the retailers interviewed (Appendix G, Table 2). Regional

centres were ranked second in terms of crowding by 58.2 per cent of the respondents. The fact that the downtown has for many years been considered the heart of retailing in Edmonton may have had a bearing on the responses. Beyond the downtown and regional centres, there was little agreement in terms of which were the most crowded retail forms. This presumably reflected a lack of knowledge by retailers about these forms and was also partially a result of the difficulty retailers found in defining the various facilities.

Retail Forms and Choice of Merchandise. Compared to municipal officials or consumers, retailers should know where the best choice of merchandise can be found. A majority (59 per cent) considered the downtown to have the best choice of merchandise but 34.3 per cent of the retailers interviewed cited regional centres (Appendix G, Table 3).

Retail Forms and Consumer Service. Retailers were in considerably less agreement about where the best personal service could be obtained. This was a reflection of the fact that interviewees exhibited a distinct tendency to identify the retail form of which they were a part and even more specifically their own business. The largest group of respondents (27.2 per cent) identified neighborhood centres as offering the best personal service

(Appendix G, Table 3). In the past, neighborhood centres have generally been regarded as offering the best personal service but the diversity of response uncovered in the present study is indicative of changing views. The downtown was cited by 17.6 per cent of the retailers interviewed, regional centres by 16.7 per cent, community centres by 16.3 per cent and ribbon streets by 5.4 per cent.

A change in response was found when interviewees were asked to evaluate retail groupings in terms of concern for individual needs. The largest group of respondents (25.9 per cent) cited regional shopping centres (Appendix G, Table 4). They had been ranked third in terms of personal service. Neighborhood centres, cited by 23.4 per cent of the respondents, dropped to a rank of second in terms of concern for individual needs. The downtown was cited by 21.3 per cent of the interviewees, community centres by 17.6 per cent and ribbon streets by 2.5 per cent. These findings represent a break with the past in which neighborhood centres have been viewed as showing the greatest concern for individual needs. This can undoubtedly be explained by the effort made in recent years, particularly by various types of chain operators, to please the consumer. In contrast, the struggle for survival faced by many small businessmen has often led them to cut back on personal attention.

Satisfaction With Retailing

Problems Associated With Retailers. Areas in which retailers felt they could improve in terms of making shopping easier on the consumer tended to involve aspects of their business which in the past have come under heavy criticism. The largest group of retailers (40.2 per cent) viewed improved service as the most necessary requirement for making shopping easier for the consumer (Appendix G, Table 6). Statements of this nature, however, usually were made with reference to establishments other than the one operated by the interviewee. This view was apparently based on their inability to objectively examine their own operations. Other retailers noted a need for better prices and pricing (15.1 per cent), more and better parking (12.1 per cent) and standardization of packaging (7.1 per cent). Pricing seemed of secondary importance to retailers. Price seemed to be viewed as unchangeable whereas service could be improved with more effort but with little additional cost. There were other suggestions made but they were related in unique ways to particular businesses. Almost one-third of the retailers (29.3 per cent) interviewed felt nothing needed to be done. This group perhaps lacked the objectivity needed to identify problems associated with retailing. Increasing this objectivity may be the key to improving retailing generally.

Problems Associated With Consumers. Most of the problems associated with consumers had already been identified by retailers (in the previous section) as being areas where retailers themselves could improve. In this vein, 15.1 per cent indicated they commonly received complaints about price (Table 6). The same percentage of retailers

TABLE 6 - PROBLEMS ENCOUNTERED BY
RETAILERS FROM CONSUMERS

Problem	Per Cent
Complaints About Prices	15.1
Getting Paid	16.3
Overly Fussy, Nasty Customers	12.6
Complaints About Merchandise	10.5
Lack of Parking	4.6
Complaints About Service	14.2
No Problems	34.3
Other	18.0

Source: Retail Questionnaire Survey, 1971.

had already identified this as an area in which they could improve. A further 16.3 per cent noted difficulties in getting paid for merchandise or service, an additional 12.6 per cent complained about overly fussy or nasty customers, 10.5 per cent noted they received complaints about merchandise and 4.6 per cent stated they received complaints about poor parking. Complaints about service were identified by 14.2 per cent of the retailers while 40.2 per cent

had stated improvement in this area was necessary. An additional 34.3 per cent of the interviewees said they had not encountered any real problems from consumers. It would appear, therefore, that many of the areas in which retailers felt improvements were necessary, were also those things about which customers complained most. If retailers are aware of the problems faced by consumers, then solving the problems should not be difficult. However, as will become evident in Chapter VI, the problems have not been solved. This demonstrates that more than an awareness of a problem is needed for its solution which undoubtedly lies within the personalities of retailers and the economics of retailing.

Problems Associated With Municipal Officials.

Retailers felt that very few of their problems were a result of Edmonton's municipal government and in fact 78.2 per cent could identify no problem areas between the two groups (Table 7). The two main problems which were identified by retailers included those which resulted from parking (5.9 per cent) and from renovation and expansion (2.9 per cent). Other miscellaneous conflicts were reported but they usually resulted from a particular bias or personal situation of the retailer concerned. From the standpoint of retailers, therefore, Edmonton's municipal administration causes few problems with respect to retailing.

TABLE 7 - PROBLEMS ENCOUNTERED BY RETAILERS
FROM MUNICIPAL GOVERNMENT

Problem	Per Cent
Parking	5.9
Renovation and Expansion	2.9
None	78.2
Other	14.6

Source: Retail Questionnaire Survey, 1971.

Number and Type of Retail Establishments in Edmonton.

Most retailers (72.4 per cent) described the number of retail establishments in Edmonton as adequate (Appendix G, Table 7) but 17.6 per cent of the interviewees considered there were too many retail outlets in the city. Only 6.3 per cent of the respondents thought there were not enough retail establishments in Edmonton and 2.9 per cent described the situation as being one of imbalance. The overwhelming view toward maintaining the status quo seemed to result from a fear of change by retailers and the effect it could potentially have on their own business. It was rather surprising because of the competitiveness of retailing, that more respondents did not want a reduction in the number of retail outlets in Edmonton. Those interviewees who wanted more establishments or who described the situation as one of imbalance usually were specialty store operators who seemed unafraid of competition.

Retailers who indicated they were unsatisfied with the number of retail establishments in Edmonton were asked to elaborate on the types of changes they preferred. Little additional information was derived in doing this because the responses were too few to enable generalizations to be made (Appendix G, Table 8).

Number and Type of Establishments in the Retailers' Own Neighborhoods. Retailers were considerably less satisfied with retailing on a local basis than they were for Edmonton as a whole. Only 50.2 per cent described retailing as being adequate at the neighborhood level (Appendix G, Table 9). Also, whereas there was a slight tendency to feel there were too many facilities in Edmonton as a whole, 25.1 per cent of the retailers interviewed felt there were not enough at the neighborhood level. However, 10 per cent of the interviewees also felt there were too many establishments in their neighborhood. More retailers (14.6 per cent) also felt there was an imbalance of facilities at the neighborhood level compared to the city scale. These differences between the neighborhood and city scales reflected the decreased ability of retailers to perceive retailing beyond their own neighborhood. Most retailers who wanted additional establishments in proximity to their own operations felt these additions would improve their own businesses. Retailers who wanted fewer

establishments in their areas usually favored this approach to reduce competition.

The specific establishment types which some retailers wanted added to their neighborhoods, while few in number, are of interest. A few respondents (11.7 per cent) felt that more apparel and shoe stores would be desirable (Appendix G, Table 10). In the past, apparel and shoe stores have been concentrated either downtown or in regional shopping centres. However, there was a tendency on the part of neighborhood retailers to desire volume increases in their businesses and the interviewers came to the conclusion (informally from the interviewing) that retailers felt the introduction of apparel and shoe stores into their area would solve this problem. More personal service establishments, already present in quite large numbers at the neighborhood level, were seen as necessary by 5.9 per cent of the respondents. Additional food stores were also desired by some retailers (3.8 per cent) despite their presence in large numbers. However, more retailers were in favor of reducing their number (5.9 per cent). More general merchandise and hardware stores were also wanted by 5 per cent and 4.6 per cent of the retailers respectively. It could be concluded, therefore, that retailers would like to see a reversal of the trend toward fewer hardware stores (Appendix D, Table 1). However, why retailers would like to see more general merchandise

stores in their neighborhoods remains unexplainable, except for the principle of cumulative attraction. Retailers, therefore, more frequently suggested there was a need for change in their own area than in Edmonton as a whole.

PERCEPTION OF RETAIL STRUCTURE

Pattern of Retailing

Perception of the Location of Most Retail Sales.

By far the largest group of retailers (70.7 per cent) perceived most retailing, in terms of sales volume, as being located downtown while 23.8 per cent indicated that most was taking place at regional centres (Appendix H, Table 1). As stated previously, there are no precise figures on sales volume for the downtown or for regional centres, so consequently, retailers were forced to base their decisions on figures which they considered likely to exist. Emphasis on the downtown appeared to be based largely on the physical dominance of the area compared to regional centres which are dispersed in seven locations (Figure 8). The visual impact of the downtown is increased considerably by the office function. Their strong leaning toward the downtown may also have been a result of past attitudes towards the area.

Perception of Planned Retail Development. Retailers tended to overestimate the amount of planned retail

development in Edmonton. Only 2.5 per cent made underestimations in selecting the 0-10 per cent range (Appendix H, Table 2) and 5.4 per cent indicated the 11-20 per cent range in which the figure for the actual amount of planned retail development in Edmonton falls (19.7 per cent). These overestimations may have resulted from the lack of a clear understanding about the nature of planned retail development. However, they may also have been a result of the retailers' inability to view retailing generally in an objective manner.

Perception of Planned Retail Development Location.

Few retailers were able to describe the location of most planned retail development in the city. This is evident from the variety of responses in Appendix H, Table 3 which was compiled from answers to an open ended question. The most common locational description was that most planned retail development in Edmonton is located in peripheral areas of the city. This was cited by 19.7 per cent of the respondents. An additional 4.6 per cent of the interviewees mentioned shopping centres which are located mainly in peripheral areas of the city. A further 10 per cent identified regional shopping centres without specifically referring to their location. However, 18.4 per cent said most planned retail development was located downtown. The tendency to identify peripheral areas or shopping centres

more frequently than the downtown was to a considerable extent a result of the newness of development in the former areas. That is, retailers seemed to associate newness with planned development. Those who cited the downtown seemed to be considering retail development in conjunction with new office complexes.

Perception of Retail Forms

Regional Shopping Centres. Retailers had considerable difficulty conceptualizing the nature of regional shopping centres. Over half (54.4 per cent) could offer no real description and a further 10 per cent made piecemeal reference to the types of shops they expected to find in regional centres (Appendix H, Table 4). An additional 17.1 per cent either could not describe a regional centre or responded in a manner which lacked meaning. On the positive side, 18.4 per cent of the interviewees made some reference to regional centre trade areas and function and in doing so indicated they were able to visualize regional shopping centres in some detail. The inability of retailers to describe regional centres seemed to result from their general lack of knowledge of retailing and from their low education achievement. Also, they did not seem concerned about operations other than their own. This excludes larger retailers who very frequently were good corporate citizens.

Most retailers (74.1 per cent) were able to identify a regional centre by name or location. There was a tendency to name Southgate or the centre nearest their business. Therefore, most retailers were intuitively able to name a regional centre but they were considerably less able to visualize such retail forms.

Community Shopping Centres. Community centres were more accurately described by retailers than regional centres (Appendix H, Table 4). In total, 21.3 per cent of the retailers interviewed were able to mention the trade area size and function of community centres and a further 23.8 per cent made piecemeal references to the types of shops which comprise these centres. Only 33.5 per cent of the interviewees were unable to offer any real description (compared to 54.4 per cent for regional centres). Because of the small number of community centres in Edmonton and because of their smaller size compared to regional centres, it was surprising that retailers found them more recognizable than regional centres.

Despite the ability of retailers to describe community centres, most were unable to offer examples (72.4 per cent). This was in contrast to the situation with regard to regional centres and appears to be unexplainable. Examples offered were again usually those nearest a retailers own establishment. In total, twelve different

centres were identified.

Neighborhood Shopping Centres. Compared with regional and community centres, relatively few retailers were able to describe neighborhood centres at a conceptual level. This suggested very strongly that something was lacking in neighborhood facilities which perhaps is contained in other retail forms. Most retailers (77.4 per cent) made piecemeal reference to the types of shops found in them (Appendix H, Table 4) thus demonstrating they at least knew what a neighborhood centre was. Despite the fact that most retailers were not able to respond at a conceptual level, they seemed to appreciate the nature of neighborhood centres more than regional or community facilities.

Ribbon Streets. Descriptions of ribbon streets were the most incomplete of any retail form. A total of 54.8 per cent of the respondents said they could not describe a ribbon street (Appendix H, Table 5). Only 8.4 per cent of the sample were able to describe ribbon streets in a meaningful fashion, that is, by referring to the size of their trade area and function. Many of the retailers in the sample were situated on ribbon streets and consequently this makes their inability to describe them somewhat surprising. However, it is not at all surprising given the difficulty academics have had in achieving the

same goal. They are not characterized by the distinct boundaries or uniformity, for example, of regional centres.

Unlike previous descriptions of retail forms, when retailers were unable to offer descriptions of ribbon streets they were also usually unable to suggest an example (67 per cent). There was also no bias toward any particular street when the examples were given, which would suggest they do not stand out in the minds of retailers as significantly as some regional and community centres. In total, descriptions of retail forms were quite poor, despite the fact that most retailers were operating their establishments within one of the four retail forms. It should be reemphasized, however, that these questions were put to retailers without offering them any assistance. After these questions were asked, descriptions of the various retail forms were formalized by the interviewer for the remainder of the questionnaire.

PERCEIVED QUALITY OF RETAIL FORMS AND THE
EFFECT OF RETAIL ESTABLISHMENTS
ON NEIGHBORHOOD QUALITY

Quality of Retail Forms

Architectural Appeal. Retailers were moderately complimentary toward the architectural appeal of all retail forms except ribbon streets (Appendix I, Table 1). They gave regional centres the highest rating, followed by

community centres and the downtown. The rating assigned to regional and community centres was undoubtedly related to their newness and to the fact that they are explicit examples of planned retail development. Neighborhood centres were considered to have more architectural appeal than ribbon streets but the difference in the assessment of the two forms was small. The position of the latter two forms in relation to the other three was understandable because of the inability of retailers to comprehend their precise nature--a result of their dispersed locations and lack of distinct boundaries. Therefore, the dominance of regional centres was the most important fact in relation to architectural appeal.

On-Site Advertising. The dominance of regional centres was also evident in assessments of on-site advertising quality (Appendix I, Table 2). Sixty per cent of the sampled retailers rated them as good and 15.9 per cent considered them excellent. Retailers' views of the downtown's on-site advertising were more complimentary than for architectural appeal. Community centres were rated below the downtown in terms of on-site advertising. The mixture of advertising types found in the downtown appeared to be more appealing than the uniformity of advertising found in community centres. However, advertising at regional centres is perhaps even more uniform than that

at community centres. Neighborhood centres and ribbon streets were rated below average from the standpoint of on-site advertising. This view was compatible with that pertaining to architectural appeal.

Blend With Surroundings. Despite, in some instances, the low assessments of architectural appeal and on-site advertising, all five retail forms were considered to blend well with their surroundings by a majority of the sampled retailers (Appendix I, Table 3). Regional centres once again were dominant but they were closely followed by community centres and the downtown. Neighborhood centres and ribbon streets ranked fourth and fifth respectively. The reasons for these assessments were the same as those for architectural appeal and on-site advertising. This was logical since blend with surroundings is comprised at least partially of architectural appeal and on-site advertising.

Parking Conditions. Consistent with previous responses, regional and community centres were considered to have the best parking facilities--especially regional centres (Appendix I, Table 4). In the case of the latter, this was a result of the massive parking facilities at regional centres. Most community centres also have comparable parking facilities except on a smaller scale. As previous responses suggested, retailers were quite critical

of parking conditions downtown and on ribbon streets. In the case of the downtown, 62.3 per cent of the interviewees described parking as poor as did 60 per cent in the case of ribbon streets. This view was a result of the lack of off-street parking in these areas compared to community and regional shopping centres. Neighborhood parking facilities were regarded more highly than those of the downtown or ribbon streets but not as highly as facilities at community or regional centres. This can be explained by the mixture of parking facilities available at such centres. That is, some have off-street parking whereas others do not. The important fact which emerged was the more complimentary descriptions of parking facilities at regional centres than at all other retail forms.

General Maintenance. Ratings changed little when general maintenance was considered (regional centres rating highest) although the downtown replaced community centres in ranking second (Appendix I, Table 5). The general maintenance variable was an attempt to combine the previous four into one to determine the consistency of responses. Consequently, because the ratings for general maintenance were consistent (with minor variations) with the previous variables, it appears they can be viewed with a considerable degree of reliability. Therefore, it is possible to isolate three main findings. Regional centres were

consistently regarded more highly than other retail forms, the downtown and community centres usually ranked second or third and neighborhood centres and ribbon streets consistently received the lowest ratings. The results, therefore, reveal the retailers' appreciation of the need for improvements in retailing at neighborhood centres and ribbon streets.

The Perceived Effects of Retail Establishments
on Neighborhood Quality

General Effects. A majority of retailers (57.7 per cent) described their own establishment as adding to the environmental quality of its surrounding area (Table 8).

TABLE 8 - PERCEIVED EFFECT OF RETAIL ESTABLISHMENTS
ON NEIGHBORHOOD QUALITY

Perceived Effect	Per Cent
Adds to Neighborhood Quality	57.7
Does Not Add to Neighborhood Quality	34.7
Other	7.5
TOTAL	100.0

Source: Retail Questionnaire Survey, 1971.

Many retailers viewed their own establishments in a positive manner while viewing retailing generally in a negative way. This was not the attitude of all retailers but certainly of a majority since only 34.7 per cent conceded

their establishment did not contribute to the environmental quality of its surrounding area. The reasons for these results are perhaps quite diverse but seem to result mainly from the inability of retailers to objectively examine their own establishments.

Effect of Traffic Generation. It should be expected that if a majority of retailers described their establishment as adding to the environmental quality of its surrounding area, then the same majority would also feel traffic generated by their establishment would not have a negative effect on its surrounding area. A majority (51 per cent), however, felt traffic generation did have a detrimental effect on adjacent areas while 45.2 per cent did not (Table 9). The difference in these results

TABLE 9 - PERCEIVED EFFECT OF TRAFFIC GENERATION
ON NEIGHBORHOOD QUALITY

Effect	Per Cent
Detrimental Effect	51.0
No Detrimental Effect	45.2
Other	3.8
TOTAL	100.0

Source: Retail Questionnaire Survey, 1971.

compared to those in the previous section largely resulted from the inability of retailers to comprehend the impact

of their total operation on its surrounding area. This narrow approach was typical of many respondents.

EDMONTON'S RETAIL STRUCTURE AND PLANNING CONCEPTS AND POLICIES

Neighborhood Retail Structure

Location Preferences. Most retailers preferred the location of retail facilities in the heart of residential areas although 17.2 per cent indicated that they should be located at the intersection of major roadways (Appendix J, Table 1). A further 14.6 per cent suggested that neighborhood retail development should be strung out along major roadways. City policy favors the location of retail facilities at the intersection of major roadways, not strung out in the form of ribbon streets.

Most retailers were also partial to the proximity of their establishments to community facilities while most were against their location near schools (Appendix J, Table 2). The latter stems from past conflicts which have arisen between school authorities and retailers in relation to litter on school grounds and retail establishments being used as 'hang-outs'. Perry¹ had suggested retail development should be separated from community

¹Clarence Perry, Housing for the Machine Age. Sage, New York, 1939, p. 51.

facilities and schools. This is essentially the policy which has been adopted by the City of Edmonton. In relation to the proximity of retail outlets to community facilities at the neighborhood level, the views of retailers were, therefore, in conflict with the policies pursued by the City of Edmonton. Their views in relation to schools, however, were consistent with both Perry's approach and the City's policy.

Preferences for Improvements in Neighborhood

Retail Structure. Retailers did not consider many changes as necessary in neighborhood retailing. In fact, 30.5 per cent felt no improvements were needed and 21.8 per cent stated they did not know what changes were needed (Appendix J, Table 4). This again reflected the tendency of retailers to view retailing as more satisfactory as it involved their own establishment than for the city as a whole. The largest group of respondents (15.9 per cent) who cited the need for improvements, felt general improvements in the shopping environment were needed. This change could be suggested with a minimum amount of reflection on their own establishment. Other changes were also considered necessary but to a much lesser extent. Retailers, in a nonverbal manner, through bodily movements, generated a feeling that they were afraid to

suggest changes because the interviewer would then think the changes applied to their own business. They were, however, willing to criticize others very strongly.

The previous changes were suggested through open ended questioning but retailers were also presented with a list of potential changes and asked to identify those they considered necessary (Appendix J, Table 3). This form of questioning resulted in more changes being suggested. The most important was improved parking facilities, cited by 48.5 per cent of the respondents. This demonstrated a lack of awareness on the part of retailers as to the intended function of neighborhood centres but it was consistent with their general view of the need for more parking. If neighborhood centres are functioning as they are intended, then sizable parking facilities should not be required because the centres presumably are within easy walking distance of the potential market. This suggests that in Edmonton this is not the case. A second level of priorities included a desire for more businesses (cited by 33.1 per cent) and a desire for the improved general appearance of neighborhood centres (37.2 per cent), both of which retailers seemed to feel would increase their own sales volume. A third level of priorities suggested by retailers included better traffic control (20.1 per cent), renovation of buildings

(25.5 per cent) and improved transportation movement (18.4 per cent). The emphasis placed by retailers on accessibility in relation to neighborhood centres was again interesting in view of the presumed orientation of neighborhood retailers toward pedestrian movement. Only 11.7 per cent of the interviewees felt no improvements were necessary. The two approaches, therefore (open and closed questioning), have their advantages and disadvantages. The former perhaps results in too few suggestions and the latter in excessive response.

The Retail Structure of Edmonton

Location Preferences. The preferences of retailers for the location of future retail outlets in Edmonton were quite varied (Appendix J, Table 5). A majority (53.6 per cent), however, indicated a preference for more development in the form of regional centres while 42.7 per cent cited the downtown. Their preference for regional centres was consistent with how they viewed retail forms, that is, regional centres were viewed most favorably. While retailers still perceived the downtown as the dominant retail form of Edmonton, they appeared in favor of shifting this dominance to regional shopping centres. Community and neighborhood centres and ribbon streets were suggested

as areas of future concentration by considerably fewer respondents.

It has already been noted that the construction of town centres in Edmonton is in the planning stages.² Most retailers appeared to favor this type of development (Appendix J, Table 6) but almost one-quarter felt it would have little effect on regional shopping facilities. An additional 17.2 per cent of the respondents felt that the integration of these facilities would have little effect on regional shopping centres. It would appear, therefore, that from the standpoint of retailers, this type of development is worth pursuing. In this respect their preferences were aligned with proposed development trends.

Preferences for Improvements in Edmonton's Retail Structure. Retailers were not enthused about making changes to improve Edmonton's retail structure (Appendix J, Table 7). Their first priority was for more underground parking. Throughout the interviews, retailers were preoccupied with the need for any improvements related to providing greater accessibility for the automobile. However, they tended to feel it should be provided by persons other than themselves.

²See for example: City of Edmonton Planning Department, Riverbend-Terwillegar Heights Outline Plan. City of Edmonton, Edmonton, 1969, 77 pp.

A second level of priorities comprised the introduction of more mall development downtown and the promotion of more community orientation on the part of retailers. Additional mall development was seen as a method of preserving the downtown while entrepreneurs felt it was other retailers who needed to achieve greater community orientation because they already were community oriented.

A third group of improvements retailers felt necessary comprised greater amounts of social interaction amongst customers, more shops in the bottom of high rise apartment and office buildings, more and better landscaping and more multi-level shopping facilities. At this stage, however, it was only 20 per cent to 28 per cent of the respondents who considered these changes necessary. However, when the desirability of promoting more social interaction was considered on its own, 74.1 per cent were in favor (Appendix J, Table 9).

More specifically, with regard to specific retail forms, further changes were also considered necessary by retailers. The parking and accessibility problems downtown and on ribbon streets once more became prominent and a somewhat smaller percentage felt the general shopping environment on ribbon streets needed improvement (Appendix J, Table 8). Other improvements were also suggested but by considerably fewer respondents. Once again there was a general tendency for retailers to identify problems

more quickly and frequently when they were presented with a list of potential problems than when questions were asked in an open ended fashion.

Citizen Involvement in Planning

Retailers very strongly indicated that the average person does not have a voice in where retail establishments are to be located (Appendix J, Table 10) although 49.8 per cent said this situation should be changed by giving them a voice (Appendix J, Table 11). It was interesting that so many retailers were willing to give the public a voice although some responses seemed tinged, in a nonverbal way, by the interviewees wanting to give the right answer. Consequently, if a particular situation came down to an individual level, it is questionable whether retailers would behave so liberally.

Most retail respondents felt that some public participation in the planning process had taken place in Edmonton in the past although 20.9 per cent stated that there had been none (Appendix J, Table 12). Regardless, most retailers (71.5 per cent) felt there should be more public involvement in planning although a fairly large percentage (23.4 per cent) voiced a negative opinion (Appendix J, Table 13). It should be remembered that retailers were not under any particular pressure at the time to participate formally themselves and it was,

therefore, very easy to give what they thought were idealistic answers. Despite being generally in favor of involvement, there was nothing to suggest that retailers would be any less apathetic toward citizen involvement in planning than many groups have been in the past.

CHAPTER VI

CONSUMERS: PERCEPTION OF RETAILING

Consumers comprise the third and final group whose views of retailing are being considered. Consumers are also the only group, which in the past, has not been involved extensively in some phase of retail planning in Edmonton. In the present chapter consumer knowledge levels of and experiences with retailing are examined. In addition, consumer perceptions of retail structure and the perceived quality of retail forms and the effect of retail establishments on neighborhood quality are investigated. Lastly, Edmonton's retail structure and planning concepts and policies are considered.

SELECTED SAMPLE CHARACTERISTICS

The largest age group of the sampled consumers was thirty-five to forty-four years of age (25.4 per cent) but the total age range was from late teens to mid-seventies (Appendix E, Table 1). Most respondents were female (71.5 per cent). Although a majority of the sampled consumers were born in Canada (75.1 per cent), there was also significant representation from European countries and from Britain (Appendix E, Table 3). Many consumers

(62.9 per cent) had a grade twelve education or less but 14.6 per cent did have a university degree (Appendix E, Table 4). Most of the sampled consumers had lived in Canada considerably longer than they had lived in Edmonton (Appendix E, Table 5). In fact, 30.9 per cent of the sample had lived in Edmonton for ten years or less.

KNOWLEDGE LEVELS OF RETAILING

Retail and Planning Objectives

Retailing Objectives. It might be expected that most consumers, when asked to describe the purpose of retailing, would view its main function as providing a service to consumers. This expectation is based on the premise that consumers are usually only involved with retailing from the standpoint of the services or products businesses offer for sale. However, the expected description was characteristic of only 23.4 per cent of the respondents (Appendix F, Table 1). In view of complaints made by consumers about retail products and services, it might also be assumed that they would be particularly conscious of the retailers' desire to make money. However, only 15.8 per cent of the respondents cited the profit motive. Even fewer noted a combination of profit and service motives (5.5 per cent). This was a result of the general inability of consumers to comprehend the total

retail system. A fourth group of consumers (30.1 per cent), when asked to describe the purpose of retailing, attempted to describe the processes involved in the business. This group was in direct contrast to those who responded in a manner which lacked meaning (25.1 per cent). It can be concluded, therefore, that the ability of consumers to describe retailing objectives varied considerably and that there was no dominant viewpoint.

Planning Objectives. Generally, most consumers were less able to define planning than to describe the purpose of retailing. No respondents offered a definition at a conceptual level although 7.2 per cent did communicate a partial definition (Appendix F, Table 2). This resulted from their almost complete lack of association with planning in the city. The largest group of respondents (65.3 per cent) described planning in a poor and piecemeal fashion, usually referring to a single activity in the landscape. This type of response seemed to result from what consumers were able to read about in newspapers or listen to on the radio. Another group of consumers (11.2 per cent) tended to assess how good or bad planning was in Edmonton while the last group (16.3 per cent) simply could not define planning. Consequently, the results showed that consumers were not really aware of planning or of what planners were attempting to achieve.

Planned Retail Development. Although few consumers (19.4 per cent) were able to describe planned retail development at a conceptual level, more did so than were able to describe retail or planning objectives (Appendix F, Table 3). This was probably because by this stage in the interview, consumers were thinking more deeply about retailing and planning and because they also were able to relate directly to a land use component. Over one-quarter of the respondents (29.2 per cent) described planned retail development as shopping centres and an additional 15.1 per cent described it by referring to a specific shopping centre. This showed that some consumers intuitively were able to recognize planned retail development. An additional 36.4 per cent of the respondents either did not know what planned retail development was or responded in a manner which lacked meaning. Once again, the quality of descriptions were a result of the lack of consumer exposure to the concepts being examined.

The Development of Retail Activities

Retail Site Selection. Consumers placed more emphasis on the decision-making involvement of city council than on any other individual or body. A total of 43.1 per cent of the respondents cited city council as being the primary decision-maker in questions involving retail site

selection (Appendix F, Table 4). Their tendency to cite city council, in many instances, resulted from their lack of awareness about the roles and in some cases the existence, of other groups. Consumers who cited the planning department (18.7 per cent) demonstrated their lack of awareness about the advisory powers, as opposed to decision-making powers, possessed by that body. The lack of awareness by consumers about the role of the private sector was underlined by the small number of respondents who cited the developer (5.7 per cent) and the store owner (7.4 per cent). The percentage of respondents who considered all four groups (city council, planning department, developers and storeowners) to be involved in decisions about retail site selection was quite small (13.2 per cent). It again demonstrated the respondents' lack of awareness about the role and existence of groups other than city council.

The Type of Retail Establishment or Centre. Analogous to the site selection question, consumers were pre-occupied with the importance of city council's involvement in decisions regarding the type of establishment or centre to be constructed. The percentage of respondents that cited city council was not as great (30.4 per cent) but its dominance over other bodies remained evident (Appendix F, Table 4). The remainder of the respondents were almost evenly split in selecting other groups. About 14 per cent

of the respondents cited all four groups as being involved in decision-making about the type of establishment or centre to be constructed. Interviewees who could not answer and whose answers lacked meaning comprised 19.2 per cent of the sample. Generally, therefore, consumers again emphasized the importance of the public sector as opposed to the private sector in decision-making, mainly because of their apparent lack of awareness about other groups. Their orientation toward the public sector was also indicative of the belief by many consumers that city councillors in particular were responsible for development of any type in the city.

The Size of a Retail Establishment or Centre. The views of consumers on the decision-makers involved in determining the size of a facility to be constructed were almost identical to those uncovered in relation to the type of establishment or centre to be constructed (Appendix F, Table 4). It can only be concluded that the orientation of consumers towards city council in particular and to the public sector in general was a result of the same reason, that is, because of their basic lack of awareness about the role of other groups.

Planned Shopping Centre Composition. A distinct shift to the private sector occurred when consumers were asked to identify the decision-makers involved in

determining the composition of planned shopping centres. While only 15.3 per cent of the respondents cited city council, even fewer (7.9 per cent) cited the planning department (Appendix F, Table 4). In contrast, 23.4 per cent mentioned the developer and 19.6 per cent cited the store owner. Only 11.7 per cent cited the decision-making involvement of all four groups. A further 22 per cent of the interviewees could not respond or did so in a manner which lacked meaning to the interviewers.

EXPERIENCE WITH RETAILING

Acquisition of Products by Consumers

Factors Which Determine When Consumers Go Shopping.

The factors which determined when consumers went shopping were need, sales, pay day, habit, convenience, mood and when outlets are not busy. Need was the most frequent response (cited by 48.6 per cent of the interviewees) while 23.2 per cent and 22 per cent respectively cited pay day and convenience (Table 10). The emphasis on practical reasons for the time of shopping trips seemed to result from the lack of enjoyment derived from shopping and also from the time and effort usually required for their undertaking.

TABLE 10 - FACTORS WHICH DETERMINE
WHEN CONSUMERS GO SHOPPING

Factor	Per Cent
Need	48.6
Sales	12.7
Mood	7.4
Pay Day	23.2
Convenience	22.0
Habit	9.3
When Stores Are Not Busy	16.5
Other	12.2

Source: Consumer Questionnaire Survey, 1971.

Factors Which Determine Where Consumers Go Shopping.

The factors which determined trip destinations for groceries and other merchandise were also quite varied (Table 11).

In the case of groceries, prices were important to 30.4 per cent of the respondents compared to 23.7 per cent for other merchandise. In view of recent inflationary trends, it was somewhat surprising to find that more consumers were not price conscious. Generally, as well, there is less price variation in relation to groceries than in relation to other merchandise yet consumers seemed more conscious about price in relation to grocery shopping. Convenience was much more important for grocery shopping than for other merchandise. It was cited by 36.6 per cent and 19.9 per cent of the consumers respectively. This was not unexpected because of the greater frequency of grocery shopping trips

TABLE 11 - FACTORS WHICH DETERMINE WHERE
CONSUMERS GO SHOPPING FOR
GROCERIES AND ALL OTHER
MERCHANDISE

Factor	Groceries	All Other Merchandise
Good Prices	30.4	23.7
Convenience	36.6	19.9
Merchandise Quality	17.7	18.7
Merchandise Variety	14.8	24.4
Parking	7.7	4.8
Service	10.0	8.1
Habit	8.9	3.8
Other	12.0	22.0

Source: Consumer Questionnaire Survey, 1971.

compared to trips for other merchandise.

Merchandise variety was important to 14.8 per cent of the consumers for grocery shopping but to 24.4 per cent for other merchandise. This finding reflected the existence of a greater variety of other types of merchandise. Parking, considered very important by retailers in attracting customers, was cited very infrequently in relation to both groceries and other merchandise (7.7 per cent and 4.8 per cent respectively). It can only be concluded that parking problems in relation to retailing in Edmonton have not reached the point where they are foremost in the minds of consumers. Other miscellaneous factors were mentioned but in each case by considerably fewer respondents.

Retail Forms and Traffic Congestion. Consumers viewed traffic congestion as a problem mainly downtown and on ribbon streets (Appendix G, Table 1). This was the case with 56 per cent and 29.9 per cent of the respondents respectively. These percentages were not very large, considering the amount of coverage the traffic problem in Edmonton receives in the various mass media. However, they are a reflection of the lack of prominence of the traffic congestion problem in the minds of consumers. The accessibility problem was not as great in relation to shopping centres as in relation to the downtown or ribbon streets. It was not considered a problem at shopping centres because of the large parking lots associated with many of these centres.

Retail Forms and Crowding. Most consumers (78.7 per cent) perceived the downtown as the most crowded retail form although 14.6 per cent of the interviewees described regional centres in this manner (Appendix G, Table 2). This response was based on their shopping experience but it could partially have been a result of pedestrian generation by non-retail activities in the downtown area. Regional centres were ranked second to the downtown by 62.4 per cent of the consumers. Regional centres, unlike the downtown, generate little non-retail pedestrian traffic. Community centres were ranked third in terms of crowding

by 47.6 per cent of the respondents. Consumers, therefore, were much less sure, as a group, of the rank of community centres. Neighborhood centres and ribbon streets were ranked least crowded by approximately the same percentages of respondents.

Retail Forms and Choice of Merchandise. Most consumers felt the best choice of merchandise could be found either downtown (65.8 per cent) or at regional centres (28.7 per cent). Only 4.9 per cent of the respondents cited other retail forms (Appendix G, Table 3). These responses were logical because of the variety of outlets which are in existence in the downtown and to a lesser extent at regional centres compared to other retail forms.

Retail Forms and Consumer Service. Consumers were not as definite about where the best personal service could be obtained as they were about identifying where the best choice of merchandise could be found (Appendix G, Table 3). However, the downtown was still favored by the largest group of interviewees (35.4 per cent) but in this instance it was followed closely by regional centres (31.8 per cent). This represented a change from past attitudes favoring neighborhood centres. They were cited by only 17.5 per cent of the respondents. Few interviewees cited either community shopping centres or ribbon streets.

Consumers recognized such 'extras' as free delivery and easy refunds which are more available in the downtown and at regional centres than at establishments which comprise other retail forms.

When questioned about where the greatest concern for individual needs could be found, responses were considerably different from the personal service question (Appendix G, Table 4). Regional centres were identified by the largest group (34.2 per cent) and they were followed by the downtown (24.9 per cent). Personnel at community centres were identified as showing the greatest concern for individual needs by 14.6 per cent of the consumers while neighborhood centres were cited by 18.2 per cent. The secondary importance of neighborhood centres in relation to individual attention again was very evident. Few respondents (3.6 per cent) identified ribbon streets.

Satisfaction With Retailing

Problems Associated With Retailers. Consumers described a considerable variety of problems which they felt retailers created (Appendix G, Table 5). Heading this list were complaints about merchandise (33.7 per cent) and complaints about poor service (32.5 per cent). An additional 10 per cent of the respondents complained about retailers not showing enough concern for customers.

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largely consumers who were some distance from the nearest retail outlet and who desired, for example, the presence of a drug store in closer proximity. Considerably fewer respondents (2.2 per cent) indicated there were too many outlets in their neighborhood. This seemed to stem from the feeling of consumers that having outlets in close proximity was very convenient. An imbalance of establishments was quoted by 9.8 per cent of the respondents, mostly those who, for example, were situated near several grocery stores.

More specifically, 6.7 per cent of the respondents wanted more general merchandise stores, 3.8 per cent wanted more apparel and shoe stores and 3.3 per cent more drug stores (Appendix G, Table 10) in their own neighborhood. Except for the 'other' category, all other retail types were cited by less than 2 per cent of the respondents. With respect to the outlets consumers wanted taken away, the percentage in any category was less than 2 per cent. Therefore, the percentage of respondents who cited any specific store type was minimal and the trend toward maintaining the status quo was confirmed.

Number and Type of Retail Establishments in Edmonton. Compared to the satisfaction of consumers with the number of retail outlets in their own neighborhood, they were even more satisfied with the number in Edmonton

(Appendix G, Table 7). An adequate number of retail outlets were considered to exist in Edmonton by 85.4 per cent of the interviewees. Again, this was indicative of the greater familiarity of consumers with retail outlets in their own area compared to the city as a whole. They seemed to have little idea about the total retail structure of Edmonton. A further 5.3 per cent of the respondents said there were not enough retail outlets in Edmonton, 3.3 per cent considered there were too many, and 5.3 per cent of the respondents described an imbalance of facilities in Edmonton. In addition, the maximum percentage of respondents at the city scale who wanted a change in the number of any one type of retail outlet was 1.9 per cent (Appendix G, Table 8). Consequently, it can be concluded that consumers were satisfied with the status quo.

Preferred Areas of Shopping. Consumers overwhelmingly preferred shopping either at regional centres (61.7 per cent) or downtown (25.8 per cent). The importance of this for the future becomes evident. Either the downtown must be made more attractive to consumers or regional centres should receive more attention in the future. For the maintenance of a strong downtown, it would appear that most future efforts should be directed there. But, if only the preferences of consumers are considered, then even greater efforts should be directed

toward regional centres. Only 6.5 per cent of the interviewees preferred community centres, 3.3 per cent neighborhood centres, and 1.2 per cent ribbon streets (Appendix G, Table 11).

Preferences for the downtown were based mainly on merchandise variety although a few respondents cited convenience and pleasant atmosphere (Appendix G, Table 12). In the case of regional centres, preferences were based strongly on variety and convenience and to a lesser extent on pleasant atmosphere. The number of respondents who cited other retail forms was too small to effectively isolate factors which were important in determining the shopping areas preferred. Regional centres, therefore, were favored for their convenience and variety, the latter, in the past, having been associated more with the downtown. This suggests, that in the eyes of consumers, regional centres are becoming the heart of retailing for reasons which have been more frequently associated with the downtown.

PERCEPTION OF RETAIL STRUCTURE

Pattern of Retailing

Perception of the Location of Most Retail Sales.

Consumers, despite their preference for shopping at regional centres, still viewed Edmonton's downtown as the

heart of retailing in the city. It was cited as the area of greatest retail activity by 78.7 per cent of the respondents (Appendix H, Table 1). This seemed to be a result of its visual impact which was strengthened by non-retail activities. According to consumers, regional centres ranked second to the downtown in terms of retail sales volume in Edmonton. What consumers failed to recognize, was that a large percentage of people prefer shopping at regional centres and in fact do shop there, generating sales volumes which are perhaps higher than they might expect. The downtown and regional centres, therefore, encompassed 93.4 per cent of the interviewees, leaving few respondents who cited other retail forms or who did not respond.

Perception of Planned Retail Development. Most consumers tended to overestimate the amount of planned retail development that existed in Edmonton (the actual amount being 19.7 per cent). This was true of all but 6.7 per cent of the respondents who either underestimated the amount (3.6 per cent) or who selected the 11-20 per cent range in which the 19.7 per cent figure falls (Appendix H, Table 2). For example, 37.6 per cent of the respondents indicated that at least 60 per cent of Edmonton's retail development was planned. This would suggest that most consumers cannot recognize the differences

between planned and unplanned retail development.

Perception of Planned Retail Development Location.

Although consumers had little idea of the amount of planned retail development in Edmonton, they were better able to identify its location. This was true despite the fact that 25.1 per cent perceived the greatest concentration of planned retail development in Edmonton to be located downtown (Appendix H, Table 3). Almost an equal percentage of respondents (20.8 per cent) stated that most planned retail development in Edmonton was located in peripheral areas of the city. In addition, by combining those who cited shopping centres (5 per cent), with those who noted regional shopping centres (13.6 per cent), representation from a large percentage of consumers (18.6 per cent) is achieved. Therefore, a considerable percentage of consumers knew that most planned retail development in Edmonton was not located in the downtown. This reflected a tendency of consumers to associate new retail development with planned retail development.

Perception of Retail Forms

Regional Shopping Centres. Most consumers were unable to conceptualize the nature of regional shopping centres (Appendix H, Table 4). Few could see them as part of a total retail system in the city with a unique function

(9.3 per cent). Another group of respondents (25.1 per cent) more frequently made piecemeal reference to the types of shops found at regional centres. This suggested they had some idea about the nature of regional centres but were unable to describe them at a more conceptual level. The largest group (55.7 per cent) could not offer a real description of a regional centre.

Although consumers had difficulty describing regional centres, most were able to offer an example (73.2 per cent). The largest group of consumers cited Southgate (30.1 per cent) while others tended to cite the regional centre nearest their home. Reference to Southgate demonstrated the influence of recent developments on the minds of consumers.

Community Shopping Centres. Because of the size of regional centres and their visual impact in the landscape, it might be expected that consumers could describe them more effectively than community centres. This was not the case, however, as 12.7 per cent of the respondents (compared to 9.3 per cent in relation to regional centres) mentioned the trade area size and function of community shopping centres (Appendix H, Table 4). It can only be concluded that this was a result of more frequent use by consumers of community, compared to regional centres, which enabled them to describe community centres in a more

complete manner. A further 32.5 per cent of the respondents noted types of shops that might be found in community centres while 38.5 per cent of the interviewees (considerably less than in the case of regional centres) were able to offer no real description. Despite the improved quality of community centre descriptions (compared to regional centres), more consumers were unable to describe community centres than was the case for regional facilities.

Although consumers were better able to describe community than regional centres, they were less able to cite an example of a community centre. In fact, 76 per cent were unable to offer an example of a community centre. Consumers that did identify community centres usually cited the one nearest their home. Usually it was identified by street location rather than by name. Perhaps assigning distinct names to such retail forms would assist in making them more legible.

Neighborhood Shopping Centres. The ability of respondents to discriminate between neighborhood centres on the one hand and community and regional centres on the other, was somewhat difficult to assess because the bulk of the respondents (83 per cent) only made reference to shop types they expected to find in neighborhood centres (Appendix H, Table 4). Because consumers used an individual store in their neighborhood very frequently, they

found it difficult to expand their image of a neighborhood centre beyond the individual store level.

Ribbon Streets. Although the percentage of interviewees who were able to describe ribbon streets effectively (9.6 per cent) was approximately the same as for community and regional shopping centres, many more (51.9 per cent) were at a complete loss for a description (Appendix H, Table 5). Respondents who either described a ribbon street poorly or who offered no real description of this retail form comprised 38.3 per cent of the sample. The inability of consumers to describe ribbon streets seemed to result from their diffuse boundaries and their less frequent use by consumers compared to other retail forms.

When asked to name a ribbon street in Edmonton, most respondents who were able to give an example cited 82 Avenue. This was true even of many respondents on the north side of the Saskatchewan River. Otherwise, the tendency was for consumers to identify the ribbon street nearest their home. Forty-eight per cent were unable to offer an example.

PERCEIVED QUALITY OF RETAIL FORMS AND THE EFFECT OF RETAIL ESTABLISHMENTS ON NEIGHBORHOOD QUALITY

Quality of Retail Forms

Architectural Appeal. Slightly more than half

(58.4 per cent) of the consumers interviewed described the downtown's architectural appeal as at least average (Appendix I, Table 1). Regional centres were regarded much more highly than the downtown and in fact, 90.3 per cent of the respondents felt the architectural appeal of regional centres was at least average. They received the highest rating of any retail form from consumers. Community centres were viewed much like the downtown although slightly more respondents (67.5 per cent) considered their architectural appeal as at least average. Neighborhood centres and ribbon streets were rated fourth and fifth respectively. The dominance of regional centres apparently stems from their nearness while consumers again had difficulty separating the retail and non-retail components of the downtown. Consumers described neighborhood centres and ribbon streets as needing the most improvement.

On-Site Advertising. Consumer ratings of the on-site advertising of the five retail forms were not as distinct as in the case of architectural appeal (Appendix I, Table 2). Despite the contrast in advertising between the downtown and regional centres, the quality of on-site advertising was rated almost equally. This demonstrated the variability of consumer preferences. Community centres were ranked a distinct third in terms of on-site advertising by 71.3 per cent of the respondents who considered it

to be at least average. There was little difference between neighborhood centres and ribbon streets but on-site advertising at the latter was regarded as slightly better than at the former by most consumers. Ribbon streets were noted as having at least average on-site advertising by 63.4 per cent of the respondents and neighborhood centres by 53.8 per cent of the interviewees. The most important fact, therefore, was the equality of on-site advertising quality, in the eyes of consumers, downtown and at regional centres. These responses make it very difficult to predict what types of advertising consumers find most aesthetic.

Blend With Surroundings. A majority of consumers perceived that all retail forms blended well with their surroundings (Appendix I, Table 3). This was most true of regional centres (89 per cent) and least true of ribbon streets (56.5 per cent). Community centres were considered to blend well with their surroundings by 78.9 per cent of the interviewees, neighborhood centres by 72.7 per cent and the downtown by 72 per cent. This represented a major drop in rank for the downtown compared to consumer assessments of architectural appeal and quality of on-site advertising. It was noteworthy, therefore, that consumers regarded regional centres more highly than any of the other retail forms.

Parking Conditions. Consumers were considerably more satisfied with the parking conditions at shopping centres than at ribbon streets or downtown (Appendix I, Table 4). Only 22.7 per cent of the respondents considered parking conditions as at least average on ribbon streets and even fewer (19.4 per cent) felt the same way about parking facilities downtown. In contrast, 90.2 per cent of the interviewees felt parking facilities were at least average at regional centres, 87.3 per cent at community centres and 74.6 per cent at neighborhood centres. Consumers, therefore, seemed well aware of the facilities provided at shopping centres compared to those downtown and on ribbon streets. In fact, they frequently made reference to the massive parking lots which are in existence at most regional shopping centres.

General Maintenance. General maintenance at the five retail forms was viewed as better than any of the previous four characteristics (architectural appeal, on-site advertising, blend with surroundings and parking conditions). Consumers, for the most part, appeared quite satisfied. This was especially true in relation to the downtown and regional and community shopping centres which were characterized by general maintenance ratings of average or better by 92.3 per cent, 95.7 per cent and 88.1 per cent respectively (Appendix I, Table 5). Even

neighborhood centres and ribbon streets were rated as at least average by 72 per cent and 61 per cent of the respondents respectively. Therefore, despite some previous criticism in relation to the other characteristics examined, consumers seemed relatively satisfied with the general maintenance of retail forms.

The Perceived Effects of Retail
Establishments on Neighborhood Quality

General Effects. Many consumers (57.9 per cent) were oblivious of any effect, positive or negative, that businesses near them were having on the quality of their neighborhood (Table 12). It remains, however, that a

TABLE 12 - CONSUMER PERCEPTIONS OF THE EFFECT
OF THE NEAREST RETAIL ESTABLISHMENT
ON THEIR NEIGHBORHOOD.

Effect	Per Cent
Adds To	31.3
No Effect	57.9
Detracts From	9.6
Other	0.5
No Answer	0.7
TOTAL	100.0

Source: Consumer Questionnaire Survey, 1971.

considerable percentage (31.3 per cent) felt the nearest retail establishment to their home contributed to the

quality of their neighborhood while 9.6 per cent cited a harmful effect. Consumers who felt the nearest retail establishment to their home contributed to the quality of their neighborhood tended to offer this response because of the convenience function of the establishment. Those who cited a harmful effect viewed the nearest retail establishment to their home as a 'hang-out' and as a generator of litter. The majority, however, viewed it from neither of these viewpoints and treated it in a neutral manner, simply as an activity which existed in their neighborhood.

Effects on Home Value. Consumers were asked to assess the effect of each of the five retail forms (downtown, regional, community and neighborhood centres and ribbon streets) on the value of their home. In the case of the downtown, most (75.6 per cent) felt it had no effect, 18.4 per cent said it added to their home's value and 4.3 per cent said it detracted from the value of their home (Table 13). The downtown appears to be far enough from most homes in Edmonton to negate any effect on their value. Regional centres were viewed much more favorably by consumers. In fact, 51 per cent of the respondents said these centres added to the value of their home while only 2.6 per cent quoted a harmful effect (44.7 per cent said there was no effect). Community centres were considered to add to home value by 45.7 per cent of the

TABLE 13 - CONSUMER PERCEPTIONS OF THE EFFECT
OF RETAIL FORMS ON HOME VALUE

Retail Form	Adds To	No Effect	Detracts From	Other	TOTALS
Downtown	18.4	75.6	4.3	1.7	100.0
Regional Centres	51.0	44.7	2.6	1.7	100.0
Community Centres	45.7	49.0	3.3	1.9	100.0
Neighborhood Centres	44.7	48.8	4.5	1.9	100.0
Ribbon Streets	17.9	72.2	7.4	2.4	100.0

Source: Consumer Questionnaire Survey, 1971.

respondents and neighborhood centres by 44.7 per cent. Only 3.3 per cent and 4.5 per cent respectively viewed a harmful effect on home value while 49.6 per cent and 48.8 per cent respectively saw no effect. Ribbon streets were viewed as more deleterious to home value than any of the other four retail forms. Only 17.9 per cent of the respondents felt these centres added to the value of their home, 72.2 per cent said there was no effect and 7.4 per cent said there was a harmful effect. Therefore, despite previous criticism of retail forms, these results would suggest that few consumers see problems associated with retailing as having a harmful effect on the value of their home.

Consumers were also queried, on a five point scale, as to the effect of the retail establishment nearest their

home on its value. A majority of consumers were satisfied with a middle of the road approach (Table 14). Some

TABLE 14 - CONSUMER PERCEPTIONS OF THE EFFECT
OF THE NEAREST RETAIL FACILITY ON
THE VALUE OF THEIR HOME

Effect on a Five Point Scale (One Represents Most Harmful Effect)	Per Cent
1	1.2
2	1.4
3	56.5
4	21.8
5	19.2

Source: Consumer Questionnaire Survey, 1971.

56.5 per cent of the respondents assessed this effect at a value of three. However, 41 per cent of the respondents felt the establishment nearest their home added to its value.

At a more specific level, the effect of traffic generated by the retail facility nearest consumers' homes was also investigated. Again, most respondents (82.1 per cent) felt there was no effect on home value (Table 15). There seemed to be a tendency for consumers immediately adjacent to or at least very near retail facilities to view a harmful effect. This is the area where perhaps efforts in the future should be concentrated, that is,

TABLE 15 - CONSUMER VIEWS ON WHETHER THE
TRAFFIC GENERATED BY THE NEAREST
RETAIL FACILITY DETRACTS FROM
THE VALUE OF THEIR HOMES

Response	Per Cent
Yes	15.8
No	82.1
Other	2.1
TOTAL	100.0

Source: Consumer Questionnaire Survey, 1971.

solving the problems of the immediate effect of retail outlets on residential development.

EDMONTON'S RETAIL STRUCTURE AND PLANNING CONCEPTS AND POLICIES

Neighborhood Retail Structure

Location Preferences. Most consumers (56.5 per cent) preferred the location of retail centres in the heart of residential areas and 19.9 per cent preferred locations at the intersections of major arterials (Appendix J, Table 1). An additional 6 per cent of the respondents wanted neighborhood centres as far from residential developments as possible while 8.9 per cent

wanted neighborhood centres strung out along major roadways. Therefore, on the basis of consumer preferences, neighborhood retail facilities should be developed in the heart of residential areas.

The views of consumers about the location of neighborhood retail centres in relation to community facilities and schools, were more consistent with development policies in Edmonton than they were in the previous case (Appendix J, Table 2). However, considerable variations still remained. For example, 51.4 per cent of the respondents favored the location of neighborhood centres next to schools. This is not the policy of the City nor was it proposed by Perry. What was more consistent with existing development trends, was the fact that more than one-quarter of the interviewees felt schools should be located as far from retail outlets as possible. Perry had suggested retail centres should be located on the periphery of neighborhoods, with schools and community facilities in the heart of residential areas.¹ Consumer preferences, therefore, were partially consistent with existing development trends in Edmonton.

¹Clarence Perry, Housing For the Machine Age. Sage, New York, 1939, p. 51.

Preferences for Improvements in Neighborhood Retail Structure. The number of improvements viewed as necessary by consumers was quite small (Appendix J, Table 4). In fact, 57.4 per cent of the respondents either did not know what improvements were necessary or considered none were needed. The most frequently cited improvement (by 13.4 per cent of the interviewees) was the need for a general improvement in neighborhood shopping environments. The need for additional stores, improved service, and better parking and accessibility were also cited but by small percentages of the interviewees.

As with retailers, consumers were given a list of potential changes for retailing in their neighborhoods and they were asked to indicate which changes would contribute to improved neighborhood retailing (Appendix J, Table 3). Like retailers, consumers were much more willing to suggest changes when presented with a list. First priority changes of consumers included additional businesses (29.2 per cent), improved general appearance of the area (23.7 per cent) and more parking (23 per cent). However, these changes should be kept in perspective; they were proposed by approximately one-quarter of the interviewees. A second level of priorities included better traffic control (19.9 per cent) and improvement in traffic movement (18.7 per cent). A third group of changes

considered necessary but by fewer respondents, included renovation of stores (13.6 per cent), improvement in pedestrian movement (12.7 per cent), street improvements (11 per cent) and sidewalk improvements (9.3 per cent). An additional 28.9 per cent of the respondents felt no improvements were needed. The changes which were suggested seemed quite superficial and were usually related to the aesthetic appearance of the facilities concerned. These results were in contrast to those previously found where factors such as those noted in this section were not considered to have an effect on neighborhood or home values. It seems consumers view improvements as necessary but do not view them as critical because they did not consider them to have an effect on neighborhood or home values.

The Retail Structure of Edmonton

Location Preferences. The popularity of regional shopping centres, even in comparison to the downtown, was confirmed by the responses of consumers, 67 per cent of whom identified regional centres as where they would like to see retail development concentrated in the future (Appendix J, Table 5). This compared to 48.1 per cent for the downtown. Community and neighborhood centres and ribbon streets were noted as desirable areas of future

retail concentration by considerably fewer respondents (18.9 per cent, 10.5 per cent and 7.4 per cent respectively). Preferences for regional centres and the downtown seemed stronger because of their present dominance and the general satisfaction of consumers with these retail forms. In the case of smaller centres, consumers viewed them, for the most part, as functioning satisfactorily in their present forms.

The existence of proposals for town centre developments in Edmonton has already been noted. None have been constructed and less than half of the consumers interviewed (48.3 per cent) were definitely in favor of their development (Appendix J, Table 6). An additional 29.9 per cent of the respondents were against such developments while 18.9 per cent indicated they would have no effect on regional shopping centres. Therefore, as with neighborhood centres, the views of consumers were generally against development proposals which are now in the planning stages. This may have resulted from their inability to appreciate the full scope and potential impact of such projects. Nonetheless, the responses of consumers were generally negative and before development of this nature proceeds their views should be considered.

Preferences for Improvements in Edmonton's Retail Structure. The only improvement which a majority of

consumers cited as necessary (59.3 per cent) was underground parking (Appendix J, Table 7). However, two other improvements, which relatively large percentages of consumers cited as necessary, comprised more mall development downtown and more shops in the bottom of high rise apartment and office buildings. There appears to be little hope in the immediate future for the former in Edmonton while above ground mall development downtown is stalled. The development of shops in the bottom of high rise apartment and office buildings is taking place on a relatively large scale in the city at present. A second level of priorities comprised more and better landscaping, more multi-level shopping facilities and more community orientation on the part of retailers (cited by 36.1 per cent, 29.9 per cent and 28.2 per cent of the interviewees respectively). Landscaping in Edmonton poses somewhat of a problem in terms of climate and multi-level shopping facilities have yet to prove themselves in the city. The need for more community orientation by retailers was quite prominent in the minds of consumers and advances are being made in this regard in Edmonton, particularly at regional centres like Southgate.

A third level of priorities comprised quite diverse improvements. They were computer shopping from the home, more controlled ribbon development and greater amounts of social interaction among customers (cited by

16.3 per cent, 15.6 per cent and 15.1 per cent of the interviewees respectively). There is little evidence of computer shopping anywhere let alone in Edmonton although it is likely a force to be reckoned with in the future. The need for more social interaction was not considered very important by most respondents. However, when it was considered separately, 45.2 per cent of the respondents felt it was desirable (Appendix J, Table 9).

Respondents were also questioned about improvements which they considered necessary for specific retail forms (downtown, regional, community and neighborhood centres and ribbon streets). The questions were asked in an open ended fashion and resulted in fewer suggested improvements compared to forced choice situations. For example, in relation to the downtown, the only change suggested by numerous respondents (52.9 per cent) involved the need for better parking and accessibility (Appendix J, Table 8). This problem was also cited in relation to ribbon streets by 21.5 per cent of the respondents. The need for a general improvement in the shopping environment was also considered necessary downtown (by 11.5 per cent of the interviewees) and on ribbon streets (by 16.7 per cent of the respondents). In the case of community and regional shopping centres, there were no problems considered of major importance by consumers. In fact, 39 per cent and 35.9 per cent respectively stated they could not see the

need for any improvements.

Citizen Involvement in Planning

Few consumers (24.1 per cent) felt the average person has a voice in where retail facilities are to be located but a large majority (76.3 per cent) felt the average person should have a voice (Appendix J, Tables 10 and 11). Interviewees, therefore, felt they did not have a right which they should possess. Whether they would exercise this right if they had it is an entirely different matter. Past experience suggests they would not.

Consumers were also questioned more generally on the amount of public participation in the planning process that has taken place in Edmonton in the past. A majority (56.5 per cent) felt there had been some and 7.2 per cent felt there had been a great deal (Appendix J, Table 12). In contrast, 30.4 per cent said there had been none. When asked whether there should be more public involvement in planning, 78 per cent said yes and only 13.2 per cent said no (Appendix J, Table 13). It should be reemphasized at this time that these responses reflect the views of what consumers say they would like to take place and not necessarily what they would do if the opportunity to participate arose.

CHAPTER VII

MUNICIPAL OFFICIALS, RETAILERS AND CONSUMERS: PERCEPTIONS OF RETAILING

The present chapter compares the views of retailing held by municipal officials, retailers and consumers. The framework of the chapter, therefore, is very similar to the previous three chapters. One major difference, however, will be the avoidance of quoting many precise figures which was done frequently in the previous three chapters. Heavy reliance, therefore, is placed on the tables in the appendices.

SELECTED SAMPLE CHARACTERISTICS

When discussing differences between the groups, it is quite important to keep in mind at least some basic characteristics of the sample populations. Municipal officials were generally older than either retailers or consumers, the ages of the latter two groups being very comparable (Appendix E, Table 1). There were, however, more consumers in the over sixty-five category. Important differences did exist with regard to sex. The municipal official and retail groups comprised mostly males (Appendix E, Table 2). The consumer group, however, was comprised mostly of

females. Differences also existed with respect to country of birth. Although a majority of each group was born in Canada, there were more municipal officials from Britain while the retail and consumer groups had more representation from European countries (Appendix E, Table 3). Municipal officials were generally better educated than either retailers or consumers although the retail group was characterized by more technical trainees than either of the other groups of respondents (Appendix E, Table 4). Consumers, therefore, were the least educated of the three groups. Municipal officials, generally, had lived in Edmonton longer than either consumers or retailers who were very comparable in this regard (Appendix E, Table 5). However, municipal officials had lived in Canada for shorter periods of time than either retailers or consumers (Appendix E, Table 5). The major differentiating factors were, therefore, sex and education. Differences based on the other variables did exist but they were not as great.

KNOWLEDGE LEVELS OF RETAILING

Retail and Planning Objectives

Retailing Objectives. Municipal officials, because of their neutral position, were expected to cite both service and profit motives for retailing more frequently than either of the other two groups. However, this was

most characteristic of retailers who also cited the profit motive considerably more frequently than either consumers or municipal officials (Appendix F, Table 1). Consumers were the group most concerned with service but not much more so than retailers. Municipal officials, with their more extensive backgrounds and training, were much more prone to describing the process of retailing than either of the other two groups although the largest proportion of consumers responded in this manner as well. Consumers, more frequently than municipal officials or retailers, did not know what the purpose of retailing was.

The fact that retailers were more knowledgeable about retailing objectives is, therefore, a logical finding because of their direct involvement in the trade. While retailers might place less emphasis on profit, consumers could become more aware of retailers' needs to make money. Also, if the three groups are going to exist in a compatible manner, then municipal officials must communicate in more simple terms for the mutual benefit of all three groups. The differences reflected here, therefore, suggest the need for all three groups to be more flexible in understanding the others' points of view.

Planning Objectives. Each of the three groups also had their own way of describing planning objectives. Municipal officials were best able to describe planning

while retailers and consumers were almost equally unable to do so (Appendix F, Table 2). Most retailers tended to assess how good or bad planning was in Edmonton while consumers usually offered a poor and piecemeal definition by trying to refer to one land use component. The ability of municipal officials to describe planning effectively was consistent with their training and background. Many retailers had been confronted with city regulations in establishing their businesses and they associated these regulations with planning. Depending on their view of the regulations, therefore, planning in Edmonton became either good or bad--usually the latter. Most consumers had in the past not been associated with planners or planning in any form except perhaps for what they heard and read through the mass media. Therefore, their descriptions were not on the same plane as those of municipal officials.

The knowledge gap between the three groups about planning objectives was quite wide. Many retailers and consumers do not appear to have a good opinion of planning and therefore to function effectively, Edmonton's municipal administration needs to carry out an extensive public relations and education campaign to gain the confidence of other groups. If this were carried out, then retailers and consumers would likely be more appreciative and understanding of the work and decisions being made by the administration.

Planned Retail Development. Consistent with their descriptions of retail and planning objectives, municipal officials were better able to describe planned retail development than either retailers or consumers (Appendix F, Table 3). Retailers tended to view only shopping centres as comprising planned retail development. This was how the largest proportion of consumers viewed planned retail development but again the views of consumers were more diverse than those of municipal officials. The descriptions of many municipal officials, therefore, were commensurate with their training and experience which had resulted in their exposure to the concepts being investigated. Many retailers had also been exposed to, or were part of, planned retail developments but this apparently did not improve their ability to conceptualize planned retail development. Consumers provided responses which were less complete than those of either municipal officials or retailers. None the less, their view of planned retail development as comprising shopping centres was informative in identifying knowledge deficiencies. The differences found between the three groups exemplify the basis on which attitudes are formed. If planned retail development is to become more successful, then consumers must become more aware of the nature of planned retail development from the standpoints of retailers and municipal

officials. If there is little or no common ground then mutually beneficial decisions will be difficult to achieve.

The Development of Retail Activities

Retail Site Selection. The largest proportion of municipal officials identified the involvement of all four groups (planners, city councillors, developers and store owners) in retail site selection decisions while the largest group of retailers and consumers cited city council (Appendix F, Table 4). Both consumers and retailers, therefore, identified the public as opposed to the private sector as making decisions about retail site selection while a majority of those municipal officials who did not cite the decision-making involvement of all four groups favored the private sector. Again some basic differences are evident--differences which must be resolved if retail planning is to be more effective. These differences result from the inability of retailers and consumers to appreciate the total decision-making schema because of their lack of involvement or familiarity with it. Municipal officials recognized the role of the private sector whereas many retailers and consumers did not. Although city council has the final say, within the framework of municipal regulations, they are not the only group involved.

The Type of Retail Establishment or Centre. More municipal officials than retailers or consumers cited the involvement of all four groups in decisions about the type of facility to be constructed (Appendix F, Table 4). The largest group of retailers cited the store owner while the largest group of consumers again cited city council. One-half of the municipal officials cited the developer. More generally, municipal officials and retailers cited the involvement of the private sector most frequently while consumers continued to view greater involvement by the public sector. Therefore, while there was some agreement between municipal officials and retailers, it was minimal. The views of consumers about decision-making involvement were, therefore, quite different from those of the other two groups.

The Size of a Retail Establishment or Centre. Municipal officials again cited more frequently than retailers or consumers the involvement of all four groups (planners, city councillors, developers and store owners) in decision-making (Appendix F, Table 4). Retailers and consumers ranked second and third respectively. However, the largest group of municipal officials again cited the developer while retailers and consumers cited city council most frequently. The latter two groups again favored the public sector while municipal officials were more prone

to citing one of the private sector groups (developers or store owners). Municipal officials, therefore, again seemed to recognize the importance of the private sector in decision-making whereas retailers and consumers generally did not. This was especially true of consumers.

Planned Shopping Centre Composition. Retailers cited the involvement of planners, city councillors, developers and store owners in decisions about the composition of planned shopping centres less frequently than either consumers or municipal officials who cited all four groups most frequently (Appendix F, Table 4). However, the largest group of municipal officials again noted the developer but so too did retailers and consumers. This represented a change from previous instances when retailers and consumers tended to cite city council. It was also the only instance where distinct differences between the three groups of respondents did not exist. However, municipal officials remained most strongly oriented to developers and they were followed by retailers and consumers respectively. While municipal officials previously recognized the role of the developer in decision-making, consumers and retailers felt that while matters of site, type and size were of public concern, the composition of shopping centres was a matter which should be left to private enterprise. What was surprising was that more

retailers did not cite the store owner more frequently. Retailers, especially smaller operators, seemed resigned to the fact that store owners had little say in 'anything'.

EXPERIENCE WITH RETAILING

Acquisition of Products by Consumers

Retail Forms and Traffic Congestion. Retailers, more than either consumers or municipal officials, perceived an accessibility problem downtown (Appendix G, Table 1). However, more than half of the consumers interviewed also felt this way. Despite the fact that traffic congestion in Edmonton's downtown does not appear to be as serious as in many cities, the failure of most municipal officials to recognize that consumers and retailers see it as a serious problem, must be considered critical in terms of solving problems which the community at large perceives to exist. The same trend was evident for regional and community centres although traffic congestion was recognized as a problem by fewer respondents (proportionally fewer in each case). With regard to neighborhood centres, the situation was almost reversed, that is, fewer consumers perceived a problem than either retailers or municipal officials. The same situation existed in relation to ribbon streets as for neighborhood centres although the actual percentages of interviewees who considered there was a traffic

congestion problem on ribbon streets were greater than the percentages in relation to neighborhood centres. Therefore, consumers and retailers felt the congestion problem was serious downtown and municipal officials and retailers considered the problem to be serious on ribbon streets. The concern demonstrated by retailers about traffic congestion generally, is understandable because many depend on easy access to their business for a livelihood.

Retail Forms and Crowding. Retailers, more frequently than either consumers or municipal officials, perceived the downtown as the most crowded of the five retail forms (Appendix G, Table 2). What is important, though, is that municipal officials' views of the downtown were quite different from the views of retailers or consumers. Their advice and decisions, therefore, are being based on views which are not consistent with the majority. There was little variation with respect to views about regional centres although consumers perceived them as slightly more crowded than did either municipal officials or retailers. A basic difference again arose with respect to community centres, which were perceived as more crowded by municipal officials than by retailers or consumers. Variations in the degree of crowding perceived at neighborhood centres and ribbon streets by all three groups were quite diverse. More generally, the perceived lack of crowding in the

downtown by municipal officials was consistent with their view of the need to encourage growth in this area but according to retailer and consumer responses perhaps there is no need.

Retail Forms and Choice of Merchandise. Municipal officials, more than consumers or retailers, described the best choice of merchandise as being in the downtown (Appendix G, Table 3). What was important was the difference in view held by municipal officials compared to retailers and consumers. The former group at every opportunity seemed to emphasize the advantages of the downtown because of their desire to increase its importance. This was also true of some retailers in the area but generally most retailers were considerably less enthusiastic about the downtown. Naturally they were anxious to point out the advantages of the areas in which they were situated. Although many consumers were impressed with the choice available in the downtown, their responses were influenced by the addition of regional shopping centres to Edmonton's retail structure. The views of consumers can be explained by their greater experience with regional centres compared to municipal officials, many of whom work downtown and who, therefore, tend to patronize its establishments. Retailers, more than municipal officials or consumers, perceived a greater choice of merchandise at regional

centres. This response was least typical of municipal officials. Therefore, variations were a matter of degree rather than of basic difference.

Retail Forms and Consumer Service. The responses of the three groups in relation to service were not nearly as well defined as they were in relation to the location of the best choice of merchandise. However, the largest group of municipal officials identified neighborhood centres as having the best personal service as did the largest group of retailers (Appendix G, Table 3). Consumers, on the other hand, cited the downtown more frequently. Municipal officials and retailers appear more caught up in the tradition of viewing the small store as offering good personal service. Consumers, in citing the downtown (and only to a slightly lesser extent regional centres), presumably based their responses on experience. It was often noted on the interview forms that deliveries and refunds, were more easily obtainable from stores located downtown or at regional centres. The main distinction, therefore, lies between municipal officials and retailers on the one hand and consumers on the other.

The responses of consumers and retailers changed when they were questioned about where the greatest concern for individual needs could be found (Appendix G, Table 4). The largest group of municipal officials again cited

neighborhood centres. However, retailers and consumers more frequently noted regional shopping centres. In the case of retailers, the percentage that cited regional centres was not much greater than the percentage that noted all forms but ribbon streets. Municipal officials, therefore, were again out of step compared to retailers and consumers. It appeared to be a result of idealistic notions about the personalized type of service which can be obtained at small centres. These are contained in most planning concepts related to neighborhood retail development.

Satisfaction With Retailing

Problems Associated With Retailers. The complaints which municipal officials and consumers had about retailers were completely different (Appendix G, Table 5). This was perhaps to be expected because of the regulatory and policy role of municipal officials compared to the shopper's role of consumers. The main problems cited by municipal officials concerned parking and site overdevelopment while complaints about merchandise and service were more frequently made by consumers. The fact that the problems encountered by the two groups were so different assists in explaining variations in their views. Because they view retailing in a completely different manner, they fail to appreciate the problems faced by each other.

All three groups, particularly retailers, cited the improvement of service as a method to make shopping easier on the consumer (Appendix G, Table 6). Municipal officials and retailers were consistently concerned about parking problems while consumers were not. Although other suggestions were made by the three groups, retailers most frequently said nothing could be done. This tendency toward being satisfied with things as they were was particularly typical of the smaller operators while larger businessmen were more prone to suggesting improvements.

Number and Type of Retail Establishments in Edmonton. Consumers were considerably more satisfied with the number of retail outlets in Edmonton than either municipal officials or retailers (Appendix G, Table 7). The latter considered that there were too many outlets in Edmonton. This was considered to be a natural reaction by retailers because of the highly competitive nature of the trade. In view of extensive ribbon streets in the city, it was surprising that more municipal officials did not cite an overabundance of businesses. From a political standpoint, however, maintenance of the status quo is usually the safest alternative.

Number and Type of Establishments in the Interviewees' Own Neighborhoods. Generally, consumers were much

more satisfied with the number of retail outlets in their own neighborhoods than were retailers who frequently said there were not enough (Appendix G, Table 9). However, it should be noted that there were also more retailers than consumers who said there were too many outlets in their neighborhoods. The same was true with respect to those who said there was an imbalance of facilities. Both groups, but especially retailers, were less satisfied about the number of establishments in their neighborhoods than they were about the number in Edmonton. Retailers, therefore, were generally more sensitive to the number of establishments than consumers, probably because of their sense of competition and in the case of those who wanted more outlets because of the principle of cumulative attraction.

Preferred Areas of Shopping. Municipal officials and consumers had similar preferences for shopping at all retail forms except regional shopping centres (Appendix G, Table 11). Almost twice as many consumers as municipal officials identified regional centres while nearly four times as many municipal officials as consumers preferred no retail form in particular. It has been established that more municipal officials preferred shopping at regional centres than any other retail form yet they tended to promote the downtown. The lack of preference for any retail form by almost one-quarter of the municipal

officials reflected their dislike for shopping. Both groups cited the downtown, particularly for its variety (Appendix G, Table 12). Consumers cited regional centres mainly for their convenience and variety while municipal officials cited them equally for their convenience and pleasant atmosphere. It remains, however, that more consumers than municipal officials preferred shopping at regional centres. Municipal officials, therefore, must overcome their own biases to account for the consumer's point of view in future retail developments.

PERCEPTION OF RETAIL STRUCTURE

Pattern of Retailing

Perception of the Location of Most Retail Sales.

The largest percentage of respondents from each of the three groups perceived most retailing to be taking place in the downtown (Appendix H, Table 1). However, consumers described retailing in this way much more frequently than retailers or municipal officials. Consumers described retailing in this manner because they had difficulty visualizing the combined impact of all of the regional centres. This was not the case with municipal officials who recognized the importance of regional centres more than either of the other two groups, especially consumers.

Perception of Planned Retail Development. Municipal officials were better able to visualize the amount of planned retail development in Edmonton than either retailers or consumers (Appendix H, Table 2). Retailers were slightly better able to do this than consumers. However, it was characteristic of all three groups to overestimate, often by considerable amounts, the amount of planned retail development in Edmonton. Municipal officials were better able to make estimations because of their training and background while some retailers had been exposed to the concept more than most consumers.

Perception of Planned Retail Development Location. Although the largest proportions of municipal officials, retailers and consumers cited peripheral areas of the city or regional shopping centres as the location of most planned retail development in Edmonton, the variations in percentages were large enough to conclude that basic differences in perception existed (Appendix H, Table 3). The differences were mainly between municipal officials (who responded in this manner most frequently) and retailers and consumers. The reasons for this difference were related to basic differences in knowledge about retailing and planning. The fact that retailers and consumers perceived planned retail development to be located in different areas suggested that their attitudes were being

formulated on the basis of different criteria.

Perception of Retail Forms

Regional Shopping Centres. More municipal officials than either retailers or consumers, in describing regional centres, mentioned the trade area size and function of these centres (Appendix H, Table 4). This was largely a result of their experience with these developments. The responses of the three groups, however, were not without their contradictions because although more municipal officials offered conceptual responses, many more of them than either retailers or consumers were completely unable to describe regional facilities. That is, although many consumers and retailers could not respond at a conceptual level they were partially able to visualize regional centres. That retailers could do this more effectively than consumers was likely related to their direct association with regional centres but the percentage of municipal officials who could not even begin to describe regional centres has serious implications in terms of policy. If they cannot describe such centres, their ability to plan for them is subject to question.

Community Shopping Centres. Municipal officials were less able to describe community centres than either retailers or consumers (Appendix H, Table 4). Retailers

offered the most complete descriptions. More of them seemed to have a mental image of community centres which they were readily able to verbalize. This finding seemed to result from the more frequent and direct association of retailers with these centres.

Neighborhood Shopping Centres. Neighborhood centres, the most numerous retail form in Edmonton, were less distinguishable to all three groups of respondents than either regional or community shopping centres (Appendix H, Table 4). Although slightly more municipal officials than either retailers or consumers described them by referring to their trade area and function, what might be termed middle level descriptions were more forthcoming from retailers and consumers. In essence, therefore, retailers were generally better able to describe neighborhood centres than municipal officials. Because municipal officials were generally apathetic toward shopping, the experience of consumers and retailers with neighborhood centres enabled them to offer more complete descriptions.

Ribbon Streets. Retailers and consumers were more able to verbalize their images of ribbon streets than municipal officials (Appendix H, Table 5). However, the percentages of consumers and retailers who could not describe ribbon streets were greater than the percentage of municipal officials who could not do so. However, the

differences were not great and the three groups of respondents were more similar in their ability to describe ribbon streets than for any of the three previous retail forms. This represented one of the few cases in which basic differences between the three groups did not exist.

PERCEIVED QUALITY OF RETAIL FORMS AND THE EFFECT
ON RETAIL ESTABLISHMENTS ON
NEIGHBORHOOD QUALITY

Quality of Retail Forms

Architectural Appeal. Municipal officials were somewhat more critical of the architectural appeal of all five retail forms than either retailers or consumers (Appendix I, Table 1). The only difference between retailers and consumers occurred in relation to ribbon streets with which consumers were more satisfied than retailers. All groups were more critical of ribbon streets and neighborhood centres than they were of the downtown or regional or community shopping centres. Perhaps because of the training that many municipal officials have, they were able to find more fault with the architectural appeal of the various forms. Retailers were, perhaps, most complimentary because they were being asked to criticize their own trade.

On-Site Advertising. All three groups of respondents were generally more complimentary toward on-site

advertising quality than they were toward architectural appeal (Appendix I, Table 2). However, the same basic difference in response existed between municipal officials on the one hand and consumers and retailers on the other. That is, municipal officials were more critical than retailers or consumers whose views were comparable. Generally, all respondents were more complimentary toward the downtown and regional shopping centres than to other retail forms.

Blend With Surroundings. Basic differences again were uncovered between municipal officials on the one hand and retailers and consumers on the other in relation to the blend with surroundings of the five retail forms (Appendix I, Table 3). Municipal officials were more critical of the blend with surroundings of all retail forms than either consumers or retailers. This seemed to be a reflection of their background and training and their awareness of what could potentially be accomplished. More specifically, neighborhood centres and ribbon streets were the most criticized retail forms while all three groups were most complimentary toward regional and community shopping centres.

Parking Conditions. Examination of the views of the three groups of respondents in relation to parking

conditions at each of the five retail forms uncovered a distinct change in responses although municipal officials remained, for the most part, isolated from retailers and consumers (Appendix I, Table 4). Whereas municipal officials have been the most critical group to date, they looked more favorably upon parking conditions at ribbon streets, downtown and at regional centres than did either consumers or retailers. In the case of community and neighborhood centres, retailers were most complimentary. In all cases except regional centres (where consumers felt parking was worse than the other two groups), consumers were between retailers and municipal officials in rating parking conditions at the five retail forms. The assessment of parking conditions by municipal officials on ribbon streets and downtown can be viewed as a defensive reaction to criticism which has been leveled in this regard. In contrast, the position of retailers might be viewed as overemphasizing the problem because of its importance to their livelihood.

General Maintenance. Municipal officials were complimentary toward the downtown and regional centres while consumers were more complimentary toward community and neighborhood centres and ribbon streets (Appendix I, Table 5). In the latter two cases municipal officials were again most critical. Generally, all three groups

were most complimentary toward the downtown and regional centres. It was unusual that municipal officials were as complimentary about the downtown as the other groups but the margin of difference in relation to ribbon streets was greater than for any of the other retail forms.

The Perceived Effects of Retail Establishments on Neighborhood Quality

General Effects. In Chapter V it was noted that a majority of retailers (57.7 per cent) felt their establishments added to the environmental quality of their surrounding areas (Table 8) and in Chapter VI it was noted that a majority of consumers felt there was no effect (Table 12). In addition, 31.3 per cent of the consumers interviewed felt the nearest retail establishment to their home added to the quality of the surrounding area. Only 9.6 per cent felt it detracted. In this instance, therefore, retailers were more critical of their own outlets than were consumers, which suggests, for the most part, that retailers are trying to keep ahead of consumers in this regard.

Effect of Traffic Generation. Retailers were more critical than consumers about the effect of traffic generated by retail outlets on adjacent residential areas (Tables 7 and 15). Consumers were aware of few problems which existed in this regard. This suggests, therefore,

that retailers were concerned about a problem which consumers were not. This seemed to result from the importance of accessibility to the livelihood of retailers. They were very concerned that it should not be considered adversely by their potential and actual customers.

EDMONTON'S RETAIL STRUCTURE AND PLANNING CONCEPTS AND POLICIES

Neighborhood Retail Structure

Location Preferences. It appeared that municipal officials, retailers and consumers were in general agreement as to where neighborhood retail facilities should be located in relation to roads and housing (Appendix J, Table 1). That is, the largest group of respondents in each case favored the location of neighborhood centres in the heart of residential areas. Consumers were less in favor of this policy than either municipal officials or retailers. The approach adopted by the City, locating neighborhood retail centres at the intersections of major roadways was cited by more than twice as many municipal officials as retailers or consumers. Considerably fewer respondents suggested neighborhood centres should be as far from residential areas as possible or strung out along major roadways. No municipal officials wanted neighborhood

centres strung out along major roadways.

There were also variations in the views of the three groups about the location of community facilities and schools in relation to neighborhood retail centres (Appendix J, Table 2). These views also contradicted the policies of the City of Edmonton as evident from recent development. This was particularly true in relation to community facilities which a majority of all groups wanted located next to neighborhood retail centres. However, municipal officials felt much more strongly about this than either retailers or especially consumers. The same situation existed with regard to schools although the percentages were much lower, thus meaning the respondents' views were more compatible with existing development trends. However, more municipal officials than retailers or consumers favored the proximity of schools to neighborhood retail centres. At a general level, therefore, the views of consumers were more consistent with the policies of the administration than those of municipal officials who comprise part of the administration. Retailers fell between the two extremes. However, it was even a minority of the consumer group who viewed the City's policies as acceptable. This suggests, therefore, that the time has come for the administration to reevaluate its policies toward neighborhood retail development.

Preferences for Improvements in Neighborhood Retail Structure. Basic differences were also evident between municipal officials on the one hand and retailers and consumers on the other in relation to improvements considered necessary for neighborhood retailing. Retailers and consumers tended to identify a greater variety of changes while municipal officials focused to a greater extent on a smaller number of needed changes (Appendix J, Table 4). Municipal officials emphasized the need for better parking and accessibility and for a general improvement in the shopping environment as did retailers and consumers but to a much lesser extent. It has been noted previously that the citing of a need for better parking and accessibility in relation to neighborhood centres was quite surprising in view of their basic function. More retailers and consumers also identified the need for improved service and additional stores. A very small number even suggested that neighborhood centres should be eliminated. The fact that a smaller variety of suggestions were forthcoming from municipal officials seemed to result from their general apathy toward shopping and therefore the lack of appreciation of the variety of problems associated with it. There was little difference between the groups on the basis of those who said no improvements were necessary. However, considerably more

retailers and consumers did not know what changes were needed compared to municipal officials.

The need for changes in neighborhood centres in the respective areas of retailers and consumers was also considered (through forced choice alternatives). As a result, basic similarities and differences were uncovered (Appendix J, Table 3). The similarities occurred with regard to the percentages of interviewees who cited the need for street improvements, better traffic control, additional businesses, sidewalk improvements, improvement in traffic movement and improvement in pedestrian movement. In each case, where there were differences, more retailers than consumers suggested the need for changes. This applied to the need for more parking, additional businesses and improved general appearance of the area. Also, considerably more consumers than retailers suggested no changes were needed. These findings seemed to stem from the fact that consumers were generally apathetic toward changes while retailers were particularly conscious of them because of their dependence on retailing for a livelihood. The position of the two groups with regard to the need for improvements appears logical because retailers should be one step ahead of consumers in order to keep them satisfied.

The Retail Structure of Edmonton

Location Preferences. The preferences of municipal officials, retailers and consumers for the location of future retailing in Edmonton were quite different (Appendix J, Table 5) although there were some similarities between retailers and consumers. The largest proportion of municipal officials indicated a preference for the downtown while the largest proportions of retailers and consumers preferred regional shopping centres. However, there was still a greater percentage of municipal officials who cited regional centres than either retailers or consumers. Generally, at least one-half of the municipal officials interviewed wanted development to continue at all retail forms except ribbon streets. This appeared to reflect a recognition by municipal officials of the need to accommodate all types of retail activity. In this regard retailers ranked second to municipal officials. Retailers and consumers, in varying degrees, cited a greater preference for regional centres than for the downtown area. Preferences for community and neighborhood centres and ribbon streets followed respectively. Municipal officials expressed a similar preference for more development at neighborhood and community centres.

In relation to town centre developments, the basic differences in preference occurred between municipal officials and retailers on the one hand and consumers on the other (Appendix J, Table 6). Municipal officials and retailers indicated much more strongly than consumers that the combination of residential, school and office functions with regional commercial facilities would be advantageous. Consumers more frequently felt this would not be a good idea. Precisely why this was so did not really become evident in the interviewing although it might have resulted from the inability of consumers to appreciate the full scope and impact of such developments. This was largely a problem at the interview level, resulting from the verbal description of such facilities that was given.

Preferences for Improvements in Edmonton's Retail Structure. Municipal officials most often cited the need for improvements and they were followed by consumers and retailers respectively (Appendix J, Table 7). However, there were also variations in the priority given to the need for specific improvements between the three groups. Over three-quarters of the municipal officials interviewed expressed a need for more and better landscaping. Retailers and consumers, despite the recent general concern for environmental quality, did not view this as such

a major necessity. Retailers and consumers were much more concerned with the need for underground parking as were almost one-half of the municipal officials. More mall development downtown was the second most popular type of improvement cited by all three groups. Computer shopping was given a considerably higher priority by municipal officials than by retailers or consumers. Retailers were prominent in citing the need for more community orientation on the part of retailers and the desirability of more social interaction.

The previous comments were based on forced choice situations and the suggested improvements from all three groups were more numerous than when all of the interviewees were asked to note, in response to an open ended question, the improvements they considered necessary at the five retail forms. In relation to the downtown, all three groups, especially retailers and consumers, cited the need for improved parking and accessibility (Appendix J, Table 8). A higher proportion of municipal officials cited the need for a general improvement in the shopping environment downtown and for more mall development. These findings suggest that retailers were preoccupied with parking while municipal officials were preoccupied with the downtown.

There were few differences between the groups in

relation to regional centres (the largest group in each case indicated no improvements were necessary). Municipal officials maintained their general concern for the shopping environment while retailers were again more concerned with parking and accessibility. Consumers, in contrast, more often viewed a need for an increased variety of merchandise. Therefore, although the views of the three groups were generally the same, there were some differences which are worthy of consideration in greater detail if developments are to be improved for the benefit of all. The same comments are also applicable to community shopping centres.

Ribbon streets were the retail form with which all groups were least satisfied. Retailers were concerned about parking and accessibility while more municipal officials than retailers or consumers said ribbon streets should be eliminated. All groups were especially concerned with improving the general shopping environment of ribbon streets. Therefore, although there were similarities in the views of the three groups, there were also some important differences. It is these differences which must be examined more closely if development in the future is to take place in a manner satisfactory to all.

Citizen Involvement in Planning

In relation to citizen involvement in planning, the differences were between municipal officials on the one hand and retailers and consumers on the other. One-half of the municipal officials interviewed indicated that the average person has a voice in where retail facilities are to be located but only one-quarter of the consumers and retailers felt this way (Appendix J, Table 10). This difference appears to result from the failure of municipal officials to make the public aware about how they can effectively participate in the planning process. About three-quarters of the consumers felt that they should have a voice in the selection of retail locations (Appendix J, Table 11). This view was shared by only one-quarter of the municipal officials who have the ability and the authority to provide for public participation. Consumers, more than retailers or municipal officials, felt there had been no involvement in Edmonton in the past (Appendix J, Table 12). Most respondents in the three groups were in favor of more public participation generally (Appendix J, Table 13). Public participation in all walks of life has been stressed recently but there has been to date a real lack of involvement except by special interest groups. The differences outlined here perhaps help in explaining

why this phenomenon has not occurred more frequently.

This applies particularly to retail development where the differences in views were most prominent.

CHAPTER VIII

CONCLUSIONS

This study has been concerned with the variations in perception of Edmonton's retail structure possessed by municipal officials, retailers and consumers. It is the intention in the present chapter to discuss some of the broader implications of the study from theoretical and methodological points of view. Specific reference will be made to the hierarchy as used in geography and planning, to the cognitive behavioral approach to location theory, to methodological problems and to potential geographical research areas resulting from the present study.

THE HIERARCHY AS A GEOGRAPHIC AND PLANNING CONCEPT

A hierarchy of business centres appears to be a useful framework within which to analyze a city's retail structure and to assess this structure in terms of planning policies. The central business district, regional shopping centres and to a lesser extent neighborhood shopping centres all appeared to have specific meanings to the respondents in the present study. Community centres, however, which comprise part of the system Berry described and which are present in Edmonton's retail landscape, appear to be the

least legible component. In fact, few people were very familiar with them. For this reason, one alternative that should be studied is one of integrating the functions they contain with other retail forms. By reducing the number of forms, the legibility of Edmonton's retail structure to the city's inhabitants might be increased. It is also evident that a hierarchical approach will not be totally feasible in the immediate future because of the presence of ribbon streets. While they might be reduced in size and frequency, they could not be eliminated because they provide locations for functions which would be difficult to accommodate in any other retail form. What is needed, therefore, is a less complicated arrangement of retail activities comprising the central business district, regional and neighborhood centres and ribbon streets. These retail forms would perform slightly different roles because of the omission of the community centre from the hierarchy. A rearrangement of activities between the forms would lead to less confusion in the retail structure of the city. The benefits of increased legibility in the retail landscape are not easily measurable, but it could be argued that they relate to making cities more pleasant and attractive places in which to live. Increased legibility or more clearly defined retail forms might increase accessibility and thereby make shopping more enjoyable. A more rigidly defined retail structure has the potential to give a city's inhabitants a focal point

(combined with other uses) with which they could identify. This in turn could create the feeling of community so often not present in sprawling cities. However, to make the spatial arrangement of retail facilities legible, it is necessary to consider the views of as many individuals and groups as possible. The identification of differences in perceptions of retail structure, therefore, should lead to more practical policy formulations by decision-makers and those who influence them most.

An important problem with central place theory and with many of its subsequent modifications is that the theory assumes perfect knowledge of retailing. This includes all aspects of retailing from the types of goods and services available to the quality of retailing and the location of facilities. The present study has demonstrated that to make such an assumption is generally invalid and the basic theory itself is, therefore, subject to question from this standpoint. Not only is it invalid to make the assumption in the first place but it is also invalid to assume equal knowledge by all users of the system. Knowledge of the system from the standpoints of perception and direct knowledge of the processes involved in retailing were seen in the present research to vary considerably between the three groups of respondents whose views were investigated. Generally municipal officials were found to be much more knowledgeable than retailers or consumers whose views in some

respects were comparable. Resulting from this finding it becomes important to assess just how important it is to have equal knowledge about retail structure. In the first place it is very important to central place theory formulations which have included it as a basic assumption. In the second place, equal and perfect knowledge may be desirable but it is not likely attainable. Nor is it of major importance that all groups achieve perfect or equal knowledge. However, the more knowledge that is possessed by individuals and groups, presumably the more cooperation and effective planning will be achieved. Given that the ideal is not a practical goal, it does become important to recognize where the knowledge deficiencies lie, particularly for municipal officials who are the policy makers. If knowledge deficiencies are known, it becomes much easier to cope with them. This is the most important reason for determining knowledge levels of retailing.

THE COGNITIVE BEHAVIORAL APPROACH TO LOCATION THEORY

The reality of forces operating outside the spatial system must bring researchers to the need for a broader framework of coping with the problems of retail location theory and consumer spatial behavior. The cognitive behavioral approach to location theory appears to be a good additional perspective. This is the case because, unlike

deterministic approaches to location theory, which need a set of assumptions to factor out human decision-making processes, the cognitive behavioral approach specifically focuses on the decision-making process and on the parameters by which it is influenced. In the present study, perception of retail structure has been viewed as one of these parameters, and this is its major contribution. The amount of information possessed by municipal officials, retailers and consumers about Edmonton's retail structure was identified and explained in the present research. This type of approach is necessary because we act on the basis of how phenomena appear to us, not necessarily on the basis of how they are. Although the present study has not explained extensively the link between knowledge and behavior, it is a step in that direction. Little is known about the relationships between perception and attitudes and overt behavior.

The neglect of the cognitive behavioral approach has partially been caused by the almost complete emphasis on economic location factors which are certainly very important but which cannot stand alone in explaining urban retail structure. Another problem hindering the development of the approach concerns the measurement techniques, which are far from perfect. Many of these problems result from the newness of the approach and the lack of theoretical and empirical research which has been completed within

its framework. At this stage, therefore, it is necessary to state that because of the lack of development of the approach it is not significantly better than any other. Its potential, however, is great.

PERCEPTION STUDIES: AN EVALUATION OF THE CONCEPT AND METHODOLOGY

It should be emphasized at this point that the nature of the present study was exploratory and consequently more problems have been raised than have been solved. Much of the value and many of the problems with perception studies, like the cognitive behavioral approach to location theory generally, result from their emphasis on people. Geographical perception studies appear to be one of the best approaches to reducing the confusion with the spatial arrangement of activities in urban areas. However, it should be recognized that geographical perception studies alone will not solve all urban problems. Perception studies are also not without their problems. The transitory nature of perceptions and the problems in measuring them pose considerable difficulties. Their transitory nature inherently implies a need for their constant reevaluation. As has been noted previously, perception studies are of lesser value when considered completely on their own. They must be complemented by other approaches like the economic and the social. Most of the techniques currently available for the

description of perceptions remain inadequate in many respects. This extends to the concept of role which was used as a method of grouping perceptions in the present study and to the questionnaire method itself, both of which will be discussed in succeeding paragraphs.

The role of a system's users in relation to the system is one of the forces operating outside the spatial system which affects it. Although role is a difficult concept to study because of its overlapping nature, its influence cannot be neglected. It is doubtful, for example, if a researcher can be positive that a person is responding according to the role in which the researcher is interested. For example, although the municipal official group were interviewed in their role as municipal officials, all are consumers and some are retailers. Measurement of their less dominant roles and their impact on their role as municipal officials is a very difficult problem with which to cope. At the moment, the only option is to interview them in the environs of the role which they are playing. That is, municipal officials should be interviewed in their offices, retailers in their stores and consumers in their homes. Careful wording of questions can also help. In the present study, beyond this type of safeguard, nothing else could be done. The impact of this factor on the results, therefore, is difficult to estimate.

Three structured questionnaires were the primary

data sources for the present study and a major question which has arisen after completion of the study is whether questionnaires alone should be used in perception studies. Despite questionnaires which were considered to be effective at the outset, in some respects they have proven inadequate. An attempt was made to use language which was understandable to the respondents but some consumers and retailers encountered difficulty in comprehending the meaning of some words. This happened not just because of the use of jargon (which was kept to a minimum) but also in relation to words which were not commonly included in the vocabularies of the respondents. The complexity of some questions might also have been reduced as could the length of the questionnaires. In addition, although the format of the questionnaires was rigorously established to ensure reliability, the interviewers were still at the mercy of prospective interviewees. A very important issue concerns the respondents' interpretations of the questions being asked. With questions which demand subjective responses there must always be an element of doubt but attempts should be made to keep this to a minimum. A very good example involving the present research concerns the phrase "in the heart of residential areas" which very easily might not have been construed to mean in the centre of neighborhood units which was the original intention. It has become evident, therefore, that because of the problems posed by questionnaire

research, to conduct a sound scientific investigation the questionnaire technique is perhaps best employed to complement other tools.

Despite the inadequacies of the questionnaire technique, it is still of considerable value in geographical perception studies. This is particularly the case in studies like the present research where the scope is broad although in retrospect the present study was too broad; this should be avoided in the future. One error (for example a bad question) does not necessarily invalidate the remainder of the study. An error with more sophisticated psychological techniques has the potential to create this type of situation. It is of even greater specific value to the geographer because of his existing familiarity with questionnaire techniques.

It must also be concluded that despite the amount of questionnaire research that has been taking place, the cooperation received in the present study from all three groups was enough to suggest that further research along these lines would be quite feasible. The survey approach, therefore, appears to be a reasonable way of keeping planners and civic administrations generally, better informed about the needs and desires of their constituents. At the moment it appears as the only reasonable alternative to poorly attended gatherings of various types.

POTENTIAL GEOGRAPHICAL RESEARCH AREAS
RESULTING FROM THE PRESENT STUDY

The present study has clarified some needs for further geographical research. Although it comprised an examination of the views of retail phenomena from a spatial standpoint, it did not treat the location of interviewees in relation to their views of these phenomena. For example, how do downtown retailers perceive retailing compared to those in southwest Edmonton, or how do consumers in north Edmonton view retailing compared to those in west Edmonton? A second potential research area comprises an examination of changing views with varying distance from retail outlets. A third area comprises examination of the views of retailers, by type of retailer. There is a need for further geographical perception studies in relation to specific retail forms like the downtown or neighborhood shopping centres. The present study has focused mainly on inter-group variations but the scope for intra-group analysis in this context is great. The potential also exists for investigating the relationship between perception and overt behavior. All of the possibilities noted here should enhance present knowledge about retail structure from the standpoint of how it is perceived by the city's inhabitants. Such studies could be of specific value to planners and to those interested generally in city development. What is even more important

to the urban geographer is that perception studies have the potential for use in assisting with the explanation of the location of virtually all urban activities.

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APPENDICES

APPENDIX A

RESIDENTIAL QUESTIONNAIRE

UNIVERSITY OF ALBERTA
DEPARTMENT OF GEOGRAPHY

RESIDENTIAL QUESTIONNAIRE

Name of Interviewer _____ Name of Interviewee _____
Date _____ Address _____
Length of Interview _____ Sex _____
Time of Day _____

1. How many years have you lived in Canada?

- | | | |
|----------|-----------|------------------|
| 1. 0-5 | 6. 26-30 | 11. 51-55 |
| 2. 6-10 | 7. 31-35 | 12. 56-60 |
| 3. 11-15 | 8. 36-40 | 13. 61-65 |
| 4. 16-20 | 9. 41-45 | 14. More than 65 |
| 5. 21-25 | 10. 46-50 | |

2. How many years have you lived in Edmonton?

- | | | |
|----------|-----------|------------------|
| 1. 0-5 | 6. 26-30 | 11. 51-55 |
| 2. 6-10 | 7. 31-35 | 12. 56-60 |
| 3. 11-15 | 8. 36-40 | 13. 61-65 |
| 4. 16-20 | 9. 41-45 | 14. More than 65 |
| 5. 21-25 | 10. 46-50 | |

3. In what country were you born?

- | | |
|----------------------------|---------------------------|
| 1. Canada | 6. Asian |
| 2. U. S. | 7. South American |
| 3. Britain | 8. African |
| 4. European | 9. Other (Please Specify) |
| 5. Australia - New Zealand | |

4. How many years have you lived at your present address?

- | | |
|------------------|------------------------|
| 1. Less Than One | 7. 16-18 Years |
| 2. 1-3 Years | 8. 19-21 Years |
| 3. 4-6 Years | 9. 22-24 Years |
| 4. 7-9 Years | 10. 25-27 Years |
| 5. 10-12 Years | 11. 28-30 Years |
| 6. 13-15 Years | 12. More Than 30 Years |

5. How many cars are owned and operated by people living in this dwelling unit?

- | | | |
|------|------|----------------|
| 1. 0 | 4. 3 | 7. More Than 5 |
| 2. 1 | 5. 4 | |
| 3. 2 | 6. 5 | |

6. How many people at this address, who are in your family, drive cars?

- | | | |
|------|------|----------------|
| 1. 0 | 4. 3 | 7. More Than 5 |
| 2. 1 | 5. 4 | |
| 3. 2 | 6. 5 | |

7. How many people live in this dwelling unit?

- | | | |
|------|------|----------------|
| 1. 1 | 4. 4 | 7. 7 |
| 2. 2 | 5. 5 | 8. 8 |
| 3. 3 | 6. 6 | 9. More Than 8 |

8. Do you own or rent this dwelling unit?

- | |
|---------|
| 1. Own |
| 2. Rent |

9. What is your occupation?

1. Managerial
2. Professional and Technical
3. Transport and Communication
4. Clerical
5. Sales
6. Service and Recreation
7. Craftsmen, Production, Process and Related Workers
8. Labourer
9. Housewife
10. Other - Please Specify (Hand Card)

10. Which category on this card indicates the highest level of education you have achieved? (Hand Card)

- | | |
|-----------------------|--------------------|
| 1. Grade 8 or less | 5. Some University |
| 2. Grade 9 to 12 | 6. Undergraduate |
| 3. Business College | 7. Graduate Degree |
| 4. Technical Training | |

11. Could you tell me the purpose of retailing?

12. How would you define city planning?

Make The Following Statement To The Interviewee At This Point.

In Edmonton there are a variety of shopping centre sizes and types but I think it is possible to group them according to their size. A regional centre would be the largest, a community centre would rank next in size and a neighborhood centre would be the smallest.

13. Would you describe what you think a regional shopping centre is and give an example?

14. Would you describe what you think a community shopping centre is and give an example?

15. Would you describe what you think a neighborhood shopping centre is and give an example?

16. Would you describe what you think a ribbon shopping street is and give an example?

17. What do you consider to be planned retail development?

18. Which category on this card indicates the percentage of existing retail development in Edmonton that is planned? (Hand Card)

- | | |
|------------|--------------|
| 1. 0%-10% | 6. 51%-60% |
| 2. 11%-20% | 7. 61%-70% |
| 3. 21%-30% | 8. 71%-80% |
| 4. 31%-40% | 9. 81%-90% |
| 5. 41%-50% | 10. 91%-100% |

19. Where, in Edmonton, is most planned retail development located?

20. Who decides where new retail facilities will be located?

21. Who decides what type of retail facility will be constructed?

22. Who decides how large a particular development will be?

23. Who decides what types of establishments a shopping centre will contain?

24. Would you name the closest retail establishment or group of establishments to your home? (Record the nearest street corners)

25. How many minutes does it take you to get to the nearest retail facility to your home? (Hand Card)

- | | |
|-----------------|-------------------------|
| 1. 1-5 minutes | 3. 11-15 minutes |
| 2. 6-10 minutes | 4. More Than 15 minutes |

Make The Following Statement To The Interviewee At This Point.

For the purpose of answering the remainder of this questionnaire please consider:

- The downtown as the central part of the city where retailing has traditionally been conducted
- A regional centre as a group of more than 25 establishments
- A community centre as a group of 11 to 25 establishments
- A neighborhood centre as a group of 2 to 10 establishments
- A ribbon street as a major roadway lined with retail development

Retailing consists of buying and then selling goods and nonprofessional services to final consumers.

(A card with the above information on it is to be given at this point to the interviewee for the remainder of the interview.)

26. Where is most retailing in Edmonton located? (Hand Card)

- | | |
|----------------------|-------------------------|
| 1. Downtown | 4. Neighborhood Centres |
| 2. Regional Centres | 5. Ribbon Streets |
| 3. Community Centres | |

27. At what type of centre do you find the greatest choice of merchandise and where do you usually get the best personal service? (Hand Card)

	Choice of Merchandise	Personal Service
Downtown	___	___
Regional Centres	___	___
Community Centres	___	___
Neighborhood Centres	___	___
Ribbon Streets	___	___

28. How would you describe the architectural beauty of these retail groupings? (Hand Card)

	E ¹	G	A	F	P	M
Downtown	___	___	___	___	___	___
Regional Centres	___	___	___	___	___	___
Community Centres	___	___	___	___	___	___
Neighborhood Centres	___	___	___	___	___	___
Ribbon Streets	___	___	___	___	___	___

29. Describe parking conditions at the following types of retail groupings. (Hand Card)

	E	G	A	F	P	M
Downtown	___	___	___	___	___	___
Regional Centres	___	___	___	___	___	___
Community Centres	___	___	___	___	___	___
Neighborhood Centres	___	___	___	___	___	___
Ribbon Streets	___	___	___	___	___	___

30. In terms of the scale shown on this card, to what extent is easy parking important in selecting where you will shop for groceries and other merchandise? (Hand Card)

- Groceries
- All Other Merchandise

31. Does retailing at the following types of retail groupings add to, detract from, or have no effect on the value of your dwelling? (Hand Card)

	Adds To	Detracts From	No Effect
Downtown	___	___	___
Regional Centres	___	___	___
Community Centres	___	___	___
Neighborhood Centres	___	___	___
Ribbon Streets	___	___	___

32. To what extent does the retail facility nearest your home affect its value? (Hand Card)

Detracts From It a Great Deal	Adds To It a Great Deal
I 2 3 4 5	

33. Does the traffic generated by this facility detract from the value of your home?

- Yes
- No
- Other - Please Specify

34. Do you feel that, at present, with the retail facilities in your area located where they are, it is safe to send children under 8 years old to stores on errands?

- Yes
- No

35. Do you ever have trouble finding a product because of the way goods are arranged in a store?

- Yes
- No
- Other - Please Specify

36. If the answer to question 35 was yes at which centre or store does this usually happen?

¹E (Excellent), G (Good), A (Average), F (Fair), P (Poor), M (Mixture too great to generalize).

37. Describe the quality of on-site advertising that takes place at these types of groupings according to the categories shown on this card. (Hand Card)

	E	G	A	F	P
Downtown	—	—	—	—	—
Regional Centres	—	—	—	—	—
Community Centres	—	—	—	—	—
Neighborhood Centres	—	—	—	—	—
Ribbon Streets	—	—	—	—	—

38. Is getting to and from any of the following centres a problem in terms of traffic congestion?

	Yes	No
Downtown	—	—
Regional Centres	—	—
Community Centres	—	—
Neighborhood Centres	—	—
Ribbon Streets	—	—

39. Do you find it difficult to do all your shopping at one group of establishments?

1. Yes
2. No
3. Other - Please Specify _____

40. Could you rank these retail types in terms of how crowded they are? Represent the most crowded with the number 1, the next crowded with the number 2, etc. (Hand Card)

1. Downtown _____
2. Regional Centres _____
3. Community Centres _____
4. Neighborhood Centres _____
5. Ribbon Streets _____

41. What types of problems have you encountered from retailers and retailing?

1. _____
2. _____
3. _____
4. _____
5. _____

42. Should a shopping environment be characterized by significant amounts of friendly talking among customers?

1. Yes
2. No
3. Other - Please Specify _____

43. How often does this type of activity take place where you shop? (Hand Card)

	F ²	A	S	N
Downtown	—	—	—	—
Regional Centres	—	—	—	—
Community Centres	—	—	—	—
Neighborhood Centres	—	—	—	—
Ribbon Streets	—	—	—	—

44. Do you take part in this type of talking? (Hand Card)

	F	A	S
Downtown	—	—	—
Regional Centres	—	—	—
Community Centres	—	—	—
Neighborhood Centres	—	—	—
Ribbon Streets	—	—	—

45. Where would you prefer to have the following types of facilities? (Hand Card)

	APL ³	NYH	FFYH
Downtown	—	—	—
Regional Centres	—	—	—
Community Centres	—	—	—
Neighborhood Centres	—	—	—
Ribbon Streets	—	—	—

46. Would you describe retailing in general in your area in the terms outlined on this card? (Hand Card)

1. Not enough shopping facilities
2. An adequate number of shopping facilities
3. Too many shopping facilities
4. Imbalance of shopping facilities _____

47. (If the answer to question 46 was parts 1, 3 or 4) What types of establishments would you like to see added or taken away?

1. Added _____

2. Taken Away _____

48. Would you describe retailing in general in Edmonton in the terms outlined on this card? (Hand Card)

1. Not enough shopping facilities
2. An adequate number of shopping facilities
3. Too many shopping facilities
4. Imbalance of shopping facilities _____

49. (If the answer to question 48 was parts 1, 3 or 4) What types of establishments would you like to see added or taken away?

1. Added _____

2. Taken Away _____

50. Could you tell me whether the retail facility nearest your home adds to, has no effect on or detracts from the environmental quality of your neighborhood? (Hand Card)

1. Adds To
2. Detracts From
3. No Effect _____

51. Describe in these terms how well stores are looked after in the following types of retail groupings in Edmonton. (Hand Card)

	E	G	A	F	P
Downtown	—	—	—	—	—
Regional Centres	—	—	—	—	—
Community Centres	—	—	—	—	—
Neighborhood Centres	—	—	—	—	—
Ribbon Streets	—	—	—	—	—

52. At which type of centre do you enjoy shopping most? (Hand Card)

1. Downtown
2. Regional Centres
3. Community Centres
4. Neighborhood Centres
5. Ribbon Streets _____

53. Why do you prefer shopping at this type of centre?

54. What factors concern you most when buying a product?

1. _____
2. _____
3. _____
4. _____

²F (Frequently), A (At Times), S (Seldom), N (Never).

³APL (At Present Location), NYH (Nearer Your Home), FFYH (Further From Your Home).

55. At which of the locations outlined on this card should retail facilities with less than ten shops be placed? More than one answer is possible. (Hand Card)

- 1. In the heart of residential areas
- 2. As far from residential areas as possible
- 3. Clustered at the intersections of major roadways
- 4. Strung out along major roadways
- 5. None of the above

56. At which of the locations outlined on this card should retail facilities with less than ten shops be placed? More than one answer is possible. (Hand Card)

- 1. Next to schools
- 2. Next to community facilities
- 3. As far from schools as possible
- 4. As far from community facilities as possible
- 5. None of the above

57. Do you think the integration of office and high rise apartment buildings and high schools would add to or detract from, or have no effect on regional shopping facilities? (Hand Card)

- 1. Add To
- 2. Detract From
- 3. Have No Effect

58. What could retailers do, if anything, to make shopping easier on the consumer?

- 1. _____
- 2. _____
- 3. _____
- 4. _____

59. What factors determine when you go shopping?

- 1. _____
- 2. _____
- 3. _____
- 4. _____

60. What factors determine where you go shopping firstly for groceries and secondly for other types of merchandise?

- 1. Groceries _____
- 2. Other Types of Merchandise _____

61. In what part of Edmonton should retailing be concentrated? More than one answer is possible. (Hand Card)

- 1. Downtown
- 2. Regional Centres
- 3. Community Centres
- 4. Neighborhood Centres
- 5. Ribbon Streets
- 6. Other - Please Specify
- 7. Don't Know

62. How could the following types of retail groupings be most effectively improved?

- 1. Downtown _____
- 2. Regional Centres _____
- 3. Community Centres _____
- 4. Neighborhood Centres _____
- 5. Ribbon Streets _____

63. Which of the items on this card is needed to make retailing in your area more successful? More than one answer is possible. (Hand Card)

- 1. More parking
- 2. Street improvements
- 3. Better traffic control
- 4. Renovation of stores
- 5. Additional businesses
- 6. Sidewalk improvements
- 7. Improvement in traffic movement
- 8. Improvement in pedestrian movement
- 9. Improved general appearance of the area
- 10. No changes are necessary

64. Name any of the alternatives on this card which you think would contribute to improved retail development in the future. More than one answer is possible. (Hand Card)

- 1. More shops in the bottom of high rise apartment and office buildings
- 2. More shops in the bottom of walk-up apartments
- 3. Underground parking
- 4. Multi-level shopping facilities
- 5. More stores on ribbon streets
- 6. Eliminating shopping downtown
- 7. Eliminating suburban shopping and restricting it to downtown
- 8. Elimination of ribbon streets
- 9. More community orientation on the part of retailers
- 10. Computer shopping from the home
- 11. Encouragement of more controlled ribbon development
- 12. Greater amounts of social interaction among customers
- 13. More mall development downtown
- 14. More and better landscaping
- 15. None of the above

65. At which retail grouping indicated on this card are you likely to find the greatest amount of concern for the individual's needs? (Hand Card)

- 1. Downtown
- 2. Regional Centres
- 3. Community Centres
- 4. Neighborhood Centres
- 5. Ribbon Streets

66. Why did you select this type of centre?

67. Do retail establishments in the following groupings blend well with their surroundings?

	Yes	No
Downtown	_____	_____
Regional Centres	_____	_____
Community Centres	_____	_____
Neighborhood Centres	_____	_____
Ribbon Streets	_____	_____

68. Does the average person have a voice in where retail facilities are to be located?

- 1. Yes
- 2. No

69. (If the answer to question 68 was no) Should the average person have such a voice?

- 1. Yes
- 2. No

70. What would your reaction be if someone wanted to build a single corner store in the same block in which your house is situated? (Hand Card)

Anger	1	2	3	4	5	Pleasure
-------	---	---	---	---	---	----------

71. Which category on this card represents the age group in which you would place yourself? (Hand Card)

- | | |
|----------|----------------------|
| 1. 0-24 | 4. 45-54 |
| 2. 25-34 | 5. 55-64 |
| 3. 35-44 | 6. 65 Years And Over |

72. Would you describe the amount of public participation in the planning process that has taken place in Edmonton in the past in the terms outlined on this card? (Hand Card)

1. None
2. Some
3. A Great Deal

73. Are you in favour of greater public participation in the planning process in Edmonton?

1. Yes
2. No
3. Other - Please Specify

FOR INTERVIEWER USE ONLY

74. Please estimate the total annual family income of the respondent's family.

- | | |
|------------------------|--------------------------|
| 1. Under \$3,000. | 5. \$9,001. - \$12,000. |
| 2. \$3,001. - \$4,000. | 6. \$12,001. - \$15,000. |
| 3. \$4,001. - \$6,000. | 7. Over \$15,000. |
| 4. \$6,001. - \$9,000. | |

75. Please indicate the type of dwelling unit occupied by the respondent?

1. Single Family
2. Duplex
3. Row House
4. Walk-Up Apartment (1-3 floors)
5. Medium Rise Apartment (4-10 floors)
6. High Rise Apartment (More than 10 floors)
7. Basement Suite
8. Converted Single Family
9. Other - Please Specify

APPENDIX B

RETAIL QUESTIONNAIRE

UNIVERSITY OF ALBERTA
DEPARTMENT OF GEOGRAPHY

RETAIL QUESTIONNAIRE

Name of Interviewer _____ Name of Interviewee _____
Date _____
Length of Interview _____ Position _____
Time of Day _____ Sex _____
Type of Grouping in which Address _____
the Business is Located _____
Store Type _____

1. How many years have you lived in Canada?

- | | | |
|----------|-----------|------------------|
| 1. 0-5 | 6. 26-30 | 11. 51-55 |
| 2. 6-10 | 7. 31-35 | 12. 56-60 |
| 3. 11-15 | 8. 36-40 | 13. 61-65 |
| 4. 16-20 | 9. 41-45 | 14. More Than 65 |
| 5. 21-25 | 10. 46-50 | |

2. How many years have you lived in Edmonton?

- | | | |
|----------|-----------|------------------|
| 1. 0-5 | 6. 26-30 | 11. 51-55 |
| 2. 6-10 | 7. 31-35 | 12. 56-60 |
| 3. 11-15 | 8. 36-40 | 13. 61-65 |
| 4. 16-20 | 9. 41-45 | 14. More Than 65 |
| 5. 21-25 | 10. 46-50 | |

3. In what country were you born?

- | | |
|----------------|-------------------|
| 1. Canada | 6. Asian |
| 2. U.S. | 7. South American |
| 3. Britain | 8. African |
| 4. European | 9. Other - Please |
| 5. Australia - | Specify |
| New Zealand | |

4. How many years have you been operating this establishment?

- | | |
|------------------|------------------------|
| 1. Less Than One | 7. 16-18 Years |
| 2. 1-3 Years | 8. 19-21 Years |
| 3. 4-6 Years | 9. 22-24 Years |
| 4. 7-9 Years | 10. 25-27 Years |
| 5. 10-12 Years | 11. 28-30 Years |
| 6. 13-15 Years | 12. More Than 30 Years |

5. Which category on this card indicates the highest level of education you have achieved? (Hand Card)

- | | |
|-----------------------|--------------------|
| 1. Grade 8 or Less | 5. Some University |
| 2. Grade 9 to 12 | 6. Undergraduate |
| 3. Business College | Degree |
| 4. Technical Training | 7. Graduate Degree |

6. What type of training or experience have you had to qualify yourself for your present position?

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

7. Do you own this business?

- | |
|--------|
| 1. Yes |
| 2. No |

8. Is the building in which you are situated leased or owned?

- | |
|-----------|
| 1. Leased |
| 2. Owned |

9. How many square feet of space does your establishment occupy? (Hand Card)

- | | |
|---------------|--------------------|
| 1. 0-1000 | 5. 10001-20000 |
| 2. 1001-2000 | 6. 20001-30000 |
| 3. 2001-5000 | 7. 30001-40000 |
| 4. 5001-10000 | 8. More Than 40000 |

10. What types of changes do you have in mind for your business?

11. Could you tell me the purpose of retailing?

12. How would you define city planning?

Make The Following Statement To The Interviewee At This Point.

In Edmonton there are a variety of shopping centre sizes and types but I think it is possible to group them according to their size. A regional centre would be the largest, a community centre would rank next in size and a neighborhood centre would be the smallest.

13. Would you describe what you think a regional shopping centre is and give an example?

14. Would you describe what you think a community shopping centre is and give an example?

15. Would you describe what you think a neighborhood shopping centre is and give an example?

16. Would you describe what you think a ribbon shopping street is and give an example?

17. What do you consider to be planned retail development?

18. Which category on this card indicates the percentage of existing retail development in Edmonton that is planned? (Hand Card)

- | | |
|------------|--------------|
| 1. 0%-10% | 6. 51%-60% |
| 2. 11%-20% | 7. 61%-70% |
| 3. 21%-30% | 8. 71%-80% |
| 4. 31%-40% | 9. 81%-90% |
| 5. 41%-50% | 10. 91%-100% |

19. Where, in Edmonton, is most planned development located?

20. Who decides where new retail facilities will be located?

21. Who decides what type of retail facility will be constructed?

22. Who decides how large a particular development will be?

23. Who decides what types of establishments a shopping centre will contain?

Make The Following Statement To The Interviewee At This Point.

For the purpose of answering the remainder of this questionnaire please consider:

- The downtown as the central part of the city where retailing has traditionally been conducted
- A regional centre as a group of more than 25 establishments
- A community centre as a group of 11 to 25 establishments
- A neighborhood centre as a group of 2 to 10 establishments
- A ribbon street as a major roadway lined with retail development

Retailing consists of buying and then selling goods and nonprofessional services to final consumers.

(A card with the above information on it is to be given at this point to the interviewee for the remainder of the interview.)

24. Where is most retailing in Edmonton located? (Hand Card)

- | | |
|----------------------|-------------------------|
| 1. Downtown | 4. Neighborhood Centres |
| 2. Regional Centres | 5. Ribbon Streets |
| 3. Community Centres | |

25. At what type of centre do you find the greatest choice of merchandise and where is it possible to get the best personal service? (Hand Card)

	Choice of Merchandise	Personal Service
Downtown	—	—
Regional Centres	—	—
Community Centres	—	—
Neighborhood Centres	—	—
Ribbon Streets	—	—

26. How would you describe the architectural beauty of these retail groupings? (Hand Card)

	E ¹	G	A	F	P	M
Downtown	—	—	—	—	—	—
Regional Centres	—	—	—	—	—	—
Community Centres	—	—	—	—	—	—
Neighborhood Centres	—	—	—	—	—	—
Ribbon Streets	—	—	—	—	—	—

27. Describe parking conditions at the following types of retail groupings. (Hand Card)

	E	G	A	F	P	M
Downtown	—	—	—	—	—	—
Regional Centres	—	—	—	—	—	—
Community Centres	—	—	—	—	—	—
Neighborhood Centres	—	—	—	—	—	—
Ribbon Streets	—	—	—	—	—	—

28. To what extent is parking important in attracting your clientele? (Hand Card)

	Very Important	Very Important
1. Very Important	I	2 3 4 5

29. Do you try to attract lower income, middle income or upper income customers to your business?

- Lower
- Middle
- Upper
- Make No Distinctions

30. Does your establishment add to the environmental beauty of its surrounding area?

- Yes
- No
- Other - Please Specify

31. Do you think the traffic your business or your centre creates affects the quality of the surrounding area?

- Yes
- No
- Other - Please Specify

32. If the answer to question 31 was yes does it add to or detract from the surroundings?

- Adds To
- Detracts From
- Other - Please Specify

33. Is it safe for parents living in the general area of your establishment to send children under 8 years old to stores on errands?

- Yes
- No
- Other - Please Specify

34. Describe the quality of on-site advertising that takes place at these types of groupings according to the categories shown on this card. (Hand Card)

	E	G	A	F	P
Downtown	—	—	—	—	—
Regional Centres	—	—	—	—	—
Community Centres	—	—	—	—	—
Neighborhood Centres	—	—	—	—	—
Ribbon Streets	—	—	—	—	—

¹E (Excellent), G (Good), A (Average), F (Fair), P (Poor), M (Mixture too great to generalize).

35. Is getting to and from any of the following centres a problem in terms of traffic congestion?

	Yes	No
Downtown	—	—
Regional Centres	—	—
Community Centres	—	—
Neighborhood Centres	—	—
Ribbon Streets	—	—

36. Could you rank these retail types in terms of how crowded they are? Represent the most crowded with the number 1, the next most crowded with the number 2, etc. (Hand Card)

1. Downtown	—
2. Regional Centres	—
3. Community Centres	—
4. Neighborhood Centres	—
5. Ribbon Streets	—

37. What types of problems have you encountered from consumers?

1. _____	2. _____
3. _____	4. _____

38. What types of problems have you encountered from City government with regard to your business?

1. _____	2. _____
3. _____	4. _____

39. At which of the following retail groupings are you likely to find the greatest amount of concern for the individual's needs? (Hand Card)

1. Downtown	—
2. Regional Centres	—
3. Community Centres	—
4. Neighborhood Centres	—
5. Ribbon Streets	—

40. Why did you select this type of grouping?

41. Should a shopping environment be characterized by significant amounts of friendly talking among customers?

1. Yes
2. No
3. Other - Please Specify _____

42. How often does this type of activity take place at your establishment? (Hand Card)

1. Frequently
2. At Times
3. Seldom
4. Never

43. Do you take part in this type of activity? (Hand Card)

1. Frequently
2. At Times
3. Seldom
4. Never

44. Would you describe retailing in general in your area in the terms outlined on this card? (Hand Card)

1. Not enough shopping facilities
2. An adequate number of shopping facilities
3. Too many shopping facilities
4. Imbalance of shopping facilities

45. (If the answer to question 44 was parts 1, 3 or 4) What facilities would you like to see added or taken away?

1. Added _____
2. Taken Away _____

46. Would you describe retailing in general in Edmonton in the terms outlined on this card? (Hand Card)

1. Not enough shopping facilities
2. An adequate number of shopping facilities
3. Too many shopping facilities
4. Imbalance of shopping facilities

47. (If the answer to question 46 was parts 1, 3 or 4) What types of establishments would you like to see added or taken away?

1. Added _____
2. Taken Away _____

48. Describe in these terms how well stores are looked after in the following types of retail groupings in Edmonton. (Hand Card)

	E	G	A	F	P
Downtown	—	—	—	—	—
Regional Centres	—	—	—	—	—
Community Centres	—	—	—	—	—
Neighborhood Centres	—	—	—	—	—
Ribbon Streets	—	—	—	—	—

49. At which of the locations outlined on this card should retail facilities with less than ten shops be placed? More than one answer is possible. (Hand Card)

1. In the heart of residential areas
2. As far from residential areas as possible
3. Clustered at the intersections of major roadways
4. Strung out along major roadways
5. None of the above

50. At which of the locations outlined on this card should retail facilities with less than ten shops be placed? More than one answer is possible. (Hand Card)

1. Next to schools
2. Next to community facilities
3. As far from schools as possible
4. As far from community facilities as possible
5. None of the above

51. Do you think the integration of office and high rise apartment buildings and high schools would add to, detract from or have no effect on regional shopping facilities? (Hand Card)

1. Add To
2. Detract From
3. Have No Effect

52. What could retailers do, if anything, to make shopping easier on the consumer?

1. _____
2. _____
3. _____
4. _____

53. In what part of Edmonton should retailing be concentrated? More than one answer is possible.

1. Downtown
2. Regional Centres
3. Community Centres
4. Neighborhood Centres
5. Ribbon Streets
6. Other - Please Specify _____
7. Don't Know

54. How could the following types of retail groupings be most effectively improved?

1. Downtown _____
2. Regional Centres _____
3. Community Centres _____
4. Neighborhood Centres _____
5. Ribbon Streets _____

55. Which of the items on this card is needed to make retailing in your area more successful? More than one answer is possible. (Hand Card)

1. More parking _____
2. Street improvements _____
3. Better traffic control _____
4. Renovation of stores _____
5. Additional businesses _____
6. Sidewalk improvements _____
7. Improved traffic movement _____
8. Improved pedestrian movement _____
9. Improved general appearance _____
10. No changes are necessary _____

56. Name any of the alternatives on this card which you think would contribute to improved retail development in the future. More than one answer is possible. (Hand Card)

1. More shops in the bottom of high rise apartment and office buildings _____
2. More shops in the bottom of walk-up apartments _____
3. Underground parking _____
4. Multi-level shopping facilities _____
5. More stores on ribbon streets _____
6. Eliminating shopping downtown _____
7. Eliminating suburban shopping and restricting it to downtown _____
8. Elimination of ribbon streets _____
9. More community orientation on the part of retailers _____
10. Computer shopping from the home _____
11. Encouragement of more controlled ribbon development _____
12. Greater amounts of social interaction among customers _____
13. More mall development downtown _____
14. More and better landscaping _____
15. None of the above _____

57. Does the average person have a voice in where retail facilities are to be located?

1. Yes _____
2. No _____

58. (If the answer to question 57 was no) Should the average person have such a voice?

1. Yes _____
2. No _____

59. What were the major problems you faced in establishing your business?

1. _____
2. _____
3. _____
4. _____

60. Do retail establishments in the following groupings blend well with their surroundings?

	Yes	No
Downtown	_____	_____
Regional Centres	_____	_____
Community Centres	_____	_____
Neighborhood Centres	_____	_____
Ribbon Streets	_____	_____

61. Which is your busiest day of the week?

- | | |
|--------------------|-------------------|
| 1. Monday _____ | 5. Friday _____ |
| 2. Tuesday _____ | 6. Saturday _____ |
| 3. Wednesday _____ | 7. Sunday _____ |
| 4. Thursday _____ | |

62. Are most of your customers regulars or strangers?

1. Regulars _____
2. Strangers _____

63. During what part of the day are you busiest?

1. Morning _____
2. Afternoon _____
3. Evening _____

64. Which is your busiest time of the year?

1. Spring _____
2. Summer _____
3. Fall _____
4. Winter _____

65. If each retail and service establishment in Edmonton were putting together an advertising campaign to promote its business, what would be the one thing about your business that you would like your customers to know before all others?

66. Which category on this card indicates the age group in which you would place yourself?

- | | |
|----------------------|----------------------------|
| 1. 0-24 Years _____ | 4. 45-54 Years _____ |
| 2. 25-34 Years _____ | 5. 55-64 Years _____ |
| 3. 35-44 Years _____ | 6. 65 Years and Over _____ |

67. Would you describe the amount of public participation in the planning process that has taken place in Edmonton in the past in the terms outlined on this card? (Hand Card)

1. None _____
2. Some _____
3. A Great Deal _____

68. Are you in favour of greater public participation in the planning process in Edmonton?

1. Yes _____
2. No _____

FOR INTERVIEWER USE ONLY

69. Please estimate the total annual income from this business.

- | | |
|------------------------------|--------------------------------|
| 1. Under \$3,000. _____ | 5. \$9,001. - \$12,000. _____ |
| 2. \$3,001. - \$4,000. _____ | 6. \$12,001. - \$15,000. _____ |
| 3. \$4,001. - \$6,000. _____ | 7. \$15,001. - \$25,000. _____ |
| 4. \$6,001. - \$9,000. _____ | 8. More Than \$25,000. _____ |

APPENDIX C

MUNICIPAL OFFICIAL QUESTIONNAIRE

UNIVERSITY OF ALBERTA
DEPARTMENT OF GEOGRAPHY

MUNICIPAL OFFICIAL QUESTIONNAIRE

Name of Interviewer _____ Name of Interviewee _____
Date _____ Position _____
Length of Interview _____ Sex _____
Time of Day _____ Address _____

1. How many years have you lived in Canada?

- | | | |
|----------|-----------|------------------|
| 1. 0-5 | 6. 26-30 | 11. 51-55 |
| 2. 6-10 | 7. 31-35 | 12. 56-60 |
| 3. 11-15 | 8. 36-40 | 13. 61-65 |
| 4. 16-20 | 9. 41-45 | 14. More Than 65 |
| 5. 21-25 | 10. 46-50 | |

2. How many years have you lived in Edmonton?

- | | | |
|----------|-----------|------------------|
| 1. 0-5 | 6. 26-30 | 11. 51-55 |
| 2. 6-10 | 7. 31-35 | 12. 56-60 |
| 3. 11-15 | 8. 36-40 | 13. 61-65 |
| 4. 16-20 | 9. 41-45 | 14. More Than 65 |
| 5. 21-25 | 10. 46-50 | |

3. In what country were you born?

- | | |
|----------------------------|---------------------------|
| 1. Canada | 6. Asian |
| 2. U. S. | 7. South American |
| 3. Britain | 8. African |
| 4. European | 9. Other - Please Specify |
| 5. Australia - New Zealand | |

4. How many years have you held your present position?

- | | |
|------------------|------------------------|
| 1. Less Than One | 7. 16-18 Years |
| 2. 1-3 Years | 8. 19-21 Years |
| 3. 4-6 Years | 9. 22-24 Years |
| 4. 7-9 Years | 10. 25-27 Years |
| 5. 10-12 Years | 11. 28-30 Years |
| 6. 13-15 Years | 12. More Than 30 Years |

5. Which category on this card indicates the highest level of education you have achieved? (Hand Card)

- | | |
|-----------------------|-------------------------|
| 1. Grade 8 or Less | 5. Some University |
| 2. Grade 9 to 12 | 6. Undergraduate Degree |
| 3. Business College | 7. Graduate Degree |
| 4. Technical Training | |

6. What type of training or experience have you had to qualify yourself for your present position?

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | 6. _____ |

7. Could you tell me the purpose of retailing?

8. How would you define city planning?

Make The Following Statement To The Interviewee At This Point.

In Edmonton there are a variety of shopping centre sizes and types but I think it is possible to group them according to their size. A regional centre would be the largest, a community centre would rank next in size and a neighborhood centre would be the smallest.

9. Would you describe what you think a regional shopping centre is and give an example?

10. Would you describe what you think a community shopping centre is and give an example?

11. Would you describe what you think a neighborhood shopping centre is and give an example?

12. Would you describe what you think a ribbon shopping street is and give an example?

13. What do you consider to be planned retail development?

14. Where, in Edmonton, is most planned development located?

15. Which category on this card indicates the percentage of existing retail development in Edmonton that is planned?

- | | |
|------------|--------------|
| 1. 0%-10% | 6. 51%-60% |
| 2. 11%-20% | 7. 61%-70% |
| 3. 21%-30% | 8. 71%-80% |
| 4. 31%-40% | 9. 81%-90% |
| 5. 41%-50% | 10. 91%-100% |

16. How would you describe the form of retail development in Edmonton?

17. Who decides where new retail facilities will be located?

18. Who decides what type of retail facility will be constructed?

19. Who decides how large a particular development will be?

20. Who decides what types of establishments a shopping centre will contain?

21. Would you describe the existing decision-making process for establishing each of the following retail forms in Edmonton?

1. Regional Shopping Centre _____

2. Community Shopping Centre _____

3. Neighborhood Shopping Centre _____

4. Isolated Shop _____

Make The Following Statement To The Interviewee At This Point.

For the purpose of answering the remainder of this questionnaire please consider:

1. The downtown as the central part of the city where retailing has traditionally been conducted
2. A regional centre as a group of more than 25 establishments
3. A community centre as a group of 11 to 25 establishments
4. A neighborhood centre as a group of 2 to 10 establishments
5. A ribbon street as a major roadway lined with retail development

Retailing consists of buying and then selling goods and nonprofessional services to final consumers.

(A card with the above information on it is to be given at this point to the interviewee for the remainder of the interview.)

22. Where is most retailing in Edmonton located? (Hand Card)

1. Downtown
2. Regional Centres
3. Community Centres
4. Neighborhood Centres
5. Ribbon Streets

23. At what type of centre do you find the greatest choice of merchandise and where is it possible to get the best personal service?

	Choice of Merchandise	Personal Service
Downtown	---	---
Regional Centres	---	---
Community Centres	---	---
Neighborhood Centres	---	---
Ribbon Streets	---	---

24. How would you describe the architectural appeal of these retail groupings? (Hand Card)

	E ¹	G	A	F	P
Downtown	---	---	---	---	---
Regional Centres	---	---	---	---	---
Community Centres	---	---	---	---	---
Neighborhood Centres	---	---	---	---	---
Ribbon Streets	---	---	---	---	---

25. Describe parking conditions at the following types of retail groupings.

	E	G	A	F	P
Downtown	---	---	---	---	---
Regional Centres	---	---	---	---	---
Community Centres	---	---	---	---	---
Neighborhood Centres	---	---	---	---	---
Ribbon Streets	---	---	---	---	---

26. Describe the quality of on-site advertising that takes place at these types of groupings according to the categories shown on the card.

	E	G	A	F	P
Downtown	---	---	---	---	---
Regional Centres	---	---	---	---	---
Community Centres	---	---	---	---	---
Neighborhood Centres	---	---	---	---	---
Ribbon Streets	---	---	---	---	---

27. Is getting to and from any of the following centres a problem in terms of traffic congestion?

	Yes	No
Downtown	---	---
Regional Centres	---	---
Community Centres	---	---
Neighborhood Centres	---	---
Ribbon Streets	---	---

28. Could you rank these retail types in terms of how crowded they are? Represent the most crowded with the number 1, the next most crowded with the number 2, etc.

1. Downtown _____
2. Regional Centres _____
3. Community Centres _____
4. Neighborhood Centres _____
5. Ribbon Streets _____

29. What alternatives do you see to the present form of retail development in Edmonton?

1. _____
2. _____
3. _____
4. _____

30. Which of these alternatives do you prefer?

31. Why do you prefer this alternative?

32. What types of problems have you encountered from retailers with respect to retailing in Edmonton?

1. _____
2. _____
3. _____
4. _____

¹E (Excellent), G (Good), A (Average), F (Fair), P (Poor).

33. At which of the following retail groupings are you likely to find the greatest amount of concern for the individual's needs?

1. Downtown
2. Regional Centres
3. Community Centres
4. Neighborhood Centres
5. Ribbon Streets

34. Why did you select this type of grouping?

35. Should a shopping environment be characterized by significant amounts of friendly talking among customers?

1. Yes
2. No
3. Other - Please Specify

36. Would you describe retailing in general in Edmonton in the terms outlined on this card?

1. Not enough shopping facilities
2. An adequate number of shopping facilities
3. Too many shopping facilities
4. Imbalance of shopping facilities

37. (If the answer to question 36 was parts 1, 3 or 4) What types of establishments would you like to see added or taken away?

1. Added

2. Taken Away

38. Describe in these terms how well stores are looked after in the following types of retail groupings in Edmonton. (Hand Card)

E G A F P

Downtown	---	---	---	---	---
Regional Centres	---	---	---	---	---
Community Centres	---	---	---	---	---
Neighborhood Centres	---	---	---	---	---
Ribbon Streets	---	---	---	---	---

39. At which type of centre do you enjoy shopping most?

1. Downtown
2. Regional Centres
3. Community Centres
4. Neighborhood Centres
5. Ribbon Streets

40. Why do you prefer shopping at this type of centre?

41. At which of the locations outlined on this card should retail facilities with less than ten shops be placed? More than one answer is possible.

1. In the heart of residential areas
2. As far from residential areas as possible
3. Clustered at the intersections of major roadways
4. Strung out along major roadways
5. None of the above

42. At which of the locations outlined on this card should retail facilities with less than ten shops be placed? More than one answer is possible.

1. Next to schools
2. Next to community facilities
3. As far from schools as possible
4. As far from community facilities as possible
5. None of the above

43. Do you think the integration of office and high rise apartment buildings and high schools would add to, detract from, or have no effect on regional shopping facilities?

1. Add To
2. Detract From
3. Have No Effect

44. What could retailers do, if anything, to make shopping easier on the consumer?

1.

2.

3.

4.

45. In what part of Edmonton should retailing be concentrated? More than one answer is possible. (Hand Card)

1. Downtown
2. Regional Centres
3. Community Centres
4. Neighborhood Centres
5. Ribbon Streets
6. Other
7. Don't Know

46. How could the following types of retail groupings be most effectively improved?

1. Downtown

2. Regional Centres

3. Community Centres

4. Neighborhood Centres

5. Ribbon Streets

47. Name any of the alternatives on this card which you think would contribute to improved retail development in the future. More than one answer is possible. (Hand Card)

1. Shops in the bottom of high rise apartment and office buildings
2. Shops in the bottom of walk-up apartments
3. Underground parking
4. Multi-level shopping facilities
5. More stores on ribbon streets
6. Eliminating shopping downtown
7. Eliminating suburban shopping and restricting it to downtown
8. Elimination of ribbon streets
9. Encouragement of more controlled ribbon development
10. More community orientation on the part of retailers
11. Greater amounts of friendly talking among customers
12. Computer shopping from the home
13. More mall development downtown
14. More and better landscaping
15. None of the above

48. Do retail establishments in the following groupings blend well with their surroundings?

Yes No

1. Downtown

2. Regional Centres

3. Community Centres

4. Neighborhood Centres

5. Ribbon Streets

49. Does the average person have a voice in where retail facilities are to be located?

1. Yes
2. No

50. (If the answer to question 49 was no) Should the average person have such a voice?

1. Yes
2. No

51. Would you describe the amount of public participation in the planning process that has taken place in Edmonton in the past in the terms outlined on this card? (Hand Card)

1. None
 2. Some
 3. A Great Deal
-

52. Are you in favour of greater public participation in the planning process in Edmonton?

1. Yes
 2. No
 3. Other - Please Specify
-

53. Which category on this card indicates the age group in which you would place yourself?

- | | |
|----------------|----------------------|
| 1. 0-24 Years | 4. 45-54 Years |
| 2. 25-34 Years | 5. 55-64 Years |
| 3. 35-44 Years | 6. 65 Years And Over |
-

APPENDIX D

NUMBER OF RETAIL ESTABLISHMENTS, ACTIVITIES WITHIN PLANNED SHOPPING CENTRES AND MAJOR ROADS IN EDMONTON

TABLE 1 - NUMBER OF RETAIL ESTABLISHMENTS IN 1931, 1951, 1961 AND 1971

RETAIL CATEGORIES		1931		1951		1961		1971	
		No.	%	No.	%	No.	%	No.	%
I	FOOD	452	27.6	445	24.6	539	15.8	516	13.3
	1. General Grocery	246	15.0	313	17.3	355	10.4	356	9.2
	2. Bakery	34	2.1	38	2.1	76	2.2	67	1.7
	3. Meat Market	69	4.2	51	2.8	44	1.3	35	0.9
	4. Alcoholic Beverage	-	-	3	0.2	19	0.6	19	0.5
	5. Candy	-	-	1	0.1	7	0.2	13	0.3
	6. Ice Cream Parlor	-	-	-	-	10	0.3	12	0.3
	7. Food Store N.E.S.	103	6.3	39	2.2	28	0.8	14	0.4
II	GENERAL MERCHANDISE	60	3.7	61	3.4	99	2.9	111	2.9
	8. Second Hand Store	32	2.0	22	1.2	25	0.7	40	1.0
	9. Junior Department Store	5	0.3	7	0.4	12	0.4	23	0.6
	10. Department Store	3	0.2	5	0.3	8	0.2	16	0.4
	11. Variety Store	-	-	9	0.5	29	0.9	11	0.3
	12. Auction	9	0.5	13	0.7	17	0.5	10	0.3
	13. General Merchandise Store N.E.S.	11	0.7	5	0.3	8	0.2	11	0.3
III	AUTOMOTIVE	171	10.4	227	12.6	652	19.2	755	19.5
	14. Service Station	97	5.9	104	5.8	315	9.3	334	8.6
	15. Automobile Repair	32	2.0	44	2.4	118	3.5	155	4.0
	16. Used Car Dealer	13	0.8	39	2.2	70	2.1	46	1.2
	17. Auto Supply	6	0.4	7	0.4	23	0.7	40	1.0
	18. Tire	5	0.3	6	0.3	28	0.8	34	0.9
	19. Trailer	-	-	1	0.1	16	0.5	33	0.9
	20. New Car Dealer	11	0.7	17	0.9	29	0.9	32	0.8
	21. Auto Wrecker	4	0.2	7	0.4	19	0.6	22	0.6
	22. Parking	-	-	-	-	7	0.2	18	0.5
	23. Car Wash	-	-	1	0.1	3	0.1	13	0.3
	24. Equipment Rental	-	-	-	-	14	0.4	12	0.3
	25. Automotive Retailer N.E.S.	3	0.2	1	0.1	10	0.3	16	0.4
IV	HARDWARE	68	4.1	106	5.9	161	4.7	143	3.7
	26. General Hardware	20	1.2	57	3.2	59	1.7	37	1.0
	27. Paint	5	0.3	3	0.2	17	0.5	28	0.7
	28. Lumber	20	1.2	31	1.7	49	1.4	23	0.6
	29. Flooring	1	0.1	2	0.1	11	0.3	16	0.4
	30. Glass	3	0.2	9	0.5	17	0.5	17	0.4
	31. General Repair	19	1.2	2	0.1	6	0.2	13	0.3
	32. Hardware Store N.E.S.	-	-	2	0.1	2	0.1	9	0.2
V	DRUG	40	2.4	88	4.9	138	4.1	134	3.5
	33. Drug	40	2.4	88	4.9	138	4.1	134	3.5
VI	APPAREL AND SHOE	328	20.0	244	13.5	384	11.3	499	12.9
	34. Dry Cleaner	75	4.6	43	2.4	81	2.9	107	2.8
	35. Womens' Clothing	28	1.7	34	1.9	55	1.6	78	2.0
	36. Laundromat	-	-	2	0.1	16	0.5	49	1.3
	37. Shoe Repair	70	4.3	18	1.0	62	1.8	47	1.2
	38. Mens' Clothing	23	1.4	26	1.4	36	1.1	44	1.1
	39. Shoe Store	13	0.8	22	1.2	36	1.1	37	1.0
	40. General Clothing	28	1.7	31	1.7	19	0.6	24	0.6
	41. Fabric	1	0.1	-	-	7	0.2	18	0.5
	42. Tailor	39	2.4	32	1.8	30	0.9	18	0.5
	43. Fur	17	1.0	18	1.0	17	0.5	13	0.3
	44. Womens' Shoe	-	-	-	-	-	-	10	0.3
	45. Apparel and Shoe Store N.E.S.	34	2.1	18	1.0	25	0.7	54	1.4
VII	HOUSEHOLD FURNITURE AND APPLIANCE	30	1.8	73	4.0	170	5.0	180	4.6
	46. Appliance	12	0.7	26	1.4	79	2.3	65	1.7
	47. Furniture	14	0.9	22	1.2	40	1.2	47	1.2
	48. Furniture Refinishing	3	0.2	10	0.6	35	1.0	20	0.5
	49. Appliance Repair	-	-	-	-	2	0.1	19	0.5
	50. Carpet	-	-	9	0.5	7	0.2	10	0.3
	51. Furniture and Appliance Store N.E.S.	1	0.1	6	0.3	7	0.2	19	0.5
VIII	RETAIL N.E.S.	165	10.1	149	8.2	300	8.8	396	10.2
	52. Jeweller	37	2.3	40	2.2	58	1.7	48	1.2
	53. Florist	21	1.3	23	1.3	37	1.1	44	1.1
	54. Book	6	0.4	8	0.4	18	0.5	33	0.9
	55. Gift	3	0.2	4	0.2	11	0.3	28	0.7
	56. Music	13	0.8	5	0.3	15	0.4	28	0.7
	57. Smoke	10	0.6	7	0.4	1	0.1	24	0.6
	58. Cycle	6	0.4	14	0.8	15	0.4	19	0.5

TABLE 1 - CONTINUED

RETAIL CATEGORIES	1931		1951		1961		1971	
	No.	%	No.	%	No.	%	No.	%
59. Garden	4	0.2	-	-	9	0.3	14	0.4
60. Sporting Goods	4	0.2	3	0.2	13	0.4	12	0.3
61. Hobby	-	-	5	0.3	8	0.2	13	0.3
62. Marine Supply	2	0.1	1	0.1	11	0.3	13	0.3
63. Importer	-	-	4	0.2	17	0.5	13	0.3
64. Art	2	0.1	-	-	5	0.1	12	0.3
65. Record	1	0.1	1	0.1	-	-	10	0.3
66. Other Retail Stores	58	3.5	41	2.3	96	2.8	85	2.2
IX RECREATIONAL SERVICE	26	1.6	38	2.1	60	1.8	58	1.5
67. Billiard Parlor	14	0.9	11	0.6	17	0.5	23	0.6
68. Motion Picture Theatre	9	0.5	14	0.8	15	0.4	16	0.4
69. Bowling Alley	1	0.1	3	0.2	10	0.3	13	0.3
70. Recreational Service N.E.S.	-	-	3	0.2	1	0.1	6	0.2
X PERSONAL SERVICE N.E.S.	280	17.1	316	19.1	813	23.9	936	24.1
71. Restaurant	93	5.7	161	8.9	309	9.1	261	6.7
72. Beauty Salon	61	3.7	82	4.5	193	5.7	235	6.1
73. Barber Shop	86	5.2	20	1.1	201	6.0	222	5.7
74. Drive-In Restaurant	-	-	-	-	5	0.1	56	1.4
75. Dining Lounge	1	0.1	2	0.1	10	0.3	42	1.1
76. Pub	17	1.0	38	2.1	31	0.9	38	1.0
77. Lounge	-	-	30	1.7	11	0.3	30	0.8
78. Photographer	14	0.9	33	1.8	34	1.0	27	0.7
79. Travel Agent	-	-	3	0.2	9	0.3	17	0.4
80. Personal Service N.E.S.	7	0.4	3	0.2	10	0.3	8	0.2
XI FINANCE	19	1.2	30	1.7	87	2.6	152	3.9
81. Bank	20	1.2	34	1.9	77	2.3	127	3.3
82. Credit Union	-	-	-	-	5	0.1	17	0.4
83. Treasury Branch	-	-	-	-	5	0.1	8	0.2
TOTALS	1639	100.0	1807	100.0	3403	100.0	3880	100.0
Source : Henderson's Street Directories (1931, 1951 and 1961), Edmonton Telephone Directories (1931, 1951 and 1961) and Field Research (1971).								

TABLE 2 - MAJOR RETAIL ESTABLISHMENT CATEGORY RANKS BY PERCENTAGE OF THE TOTAL NUMBER OF RETAIL ESTABLISHMENTS

Retail Categories	Rank According to the Percentage of the Total Number of Retail Establishments			
	1931	1951	1961	1971
I Food	1	1	3	3
II General Merchandise	7	9	9	10
III Automotive	4	4	2	2
IV Hardware	6	6	7	8
V Drug	8	7	8	9
VI Apparel and Shoe	2	3	4	4
VII Household Furniture and Appliance	9	8	6	6
VIII Retail N.E.S.	5	5	5	5
IX Recreational Service	10	10	11	11
X Personal Service N.E.S.	3	2	1	1
XI Finance	11	11	10	7

Source : Henderson's Street Directories (1931, 1951 and 1961), Edmonton Telephone Directories (1931, 1951 and 1961) and Field Research (1971).

TABLE 3 - ACTIVITIES WITHIN PLANNED REGIONAL SHOPPING CENTRES

ACTIVITIES	PLANNED REGIONAL SHOPPING CENTRES							TOTALS
	West-mount	Meadow-lark	Bonnie Doon	South-gate	Centennial	Capilano	North-gate	
1. Womens' Clothing	7	6	6	11	2	4	2	38
2. Other Retail Stores								
N.E.S.	4	4	4	3	-	1	-	16
3. Shoe Store	1	2	3	3	1	2	1	13
4. Apparel and Shoe								
Stores N.E.S.	2	4	3	2	1	1	-	13
5. Restaurant	1	2	3	2	1	2	1	12
6. Junior Department Store	2	1	4	1	1	2	-	11
7. General Grocery	1	2	3	1	1	2	-	10
8. Mens' Clothing	2	1	2	2	1	1	1	10
9. Jeweller	3	1	2	2	1	1	-	10
10. Fabric	1	2	2	1	1	1	1	9
11. Bank	2	1	1	1	1	1	1	8
12. Service Station	2	1	1	1	1	1	1	8
13. Department Store	1	1	1	2	1	1	1	8
14. Drug Store	1	1	1	1	1	1	1	7
15. Smoke	1	1	1	1	1	1	1	7
16. Barber Shop	1	1	1	1	1	1	1	7
17. Candy	1	2	1	1	-	-	1	6
18. Dry Cleaner	1	1	1	1	-	1	1	6
19. Record	1	1	1	1	-	1	1	6
20. Beauty Salon	2	1	1	-	1	1	-	6
21. Paint	1	2	1	-	1	-	-	5
22. Household Furniture and								
Appliance Stores N.E.S.	1	1	1	1	1	-	-	5
23. Flower	-	1	1	1	1	1	-	5
24. Importer	-	1	-	1	-	3	-	5
25. Food Stores N.E.S.	1	2	1	-	-	-	-	4
26. Hardware Stores N.E.S.	1	1	1	-	-	-	1	4
27. Laundromat	1	-	1	-	1	1	-	4
28. Shoe Repair	1	1	1	-	1	-	-	4
29. Appliance	-	1	1	-	1	1	-	4
30. Gift	-	1	1	1	-	-	1	4
31. Bakery	-	1	-	-	1	1	-	3
32. Alcoholic Beverage	1	-	-	1	-	-	1	3
33. Ice Cream Parlor	1	-	1	1	-	-	-	3
34. Book	1	-	1	1	-	-	-	3
35. Music	-	2	-	-	-	1	-	3
36. Hobby	1	1	1	-	-	-	-	3
37. Travel Agent	1	1	-	-	-	-	1	3
38. Meat Market	-	1	-	-	1	-	-	2
39. General Clothing	-	-	2	-	-	-	-	2
40. Carpet	-	1	-	-	1	-	-	2
41. Sporting Goods	-	-	1	1	-	-	-	2
42. Motion Picture Theatre	-	1	-	-	-	1	-	2
43. Bowling Alley	-	1	1	-	-	-	-	2
44. Variety	-	-	1	-	-	-	-	1
45. Womens' Shoe	-	1	-	-	-	-	-	1
46. Furniture	-	-	-	-	1	-	-	1
47. Art	-	-	1	-	-	-	-	1
48. Dining Lounge	-	1	-	-	-	-	-	1
TOTALS	48	58	61	46	26	36	19	294

Source: Field Research, 1971.

TABLE 4 - ACTIVITIES WITHIN PLANNED COMMUNITY SHOPPING CENTRES

ACTIVITIES	PLANNED COMMUNITY SHOPPING CENTRES												Delton	Hazel- dean	TOTALS
	Pet- rolia	Len drum	South- side	Strath- ern	Otte- well	Forest Heights	Crest- wood	Ken- sington	Sher- brooke	Park Plaza	Ross- lyn	144 Ave. and 77 St.			
1. General Grocery	2	2	1	1	2	1	1	2	1	2	-	2	1	1	19
2. Beauty Salon	1	2	-	1	1	1	1	2	1	1	1	1	1	1	15
3. Drug	1	1	1	1	1	1	1	1	1	1	1	1	1	1	13
4. Bank	1	1	-	1	1	1	1	1	1	1	1	1	1	1	13
5. Professional Dry Cleaner	1	1	1	1	1	1	1	1	-	1	1	1	1	-	12
6. Barber Shop	1	1	1	1	1	1	-	1	1	1	1	1	1	1	12
7. Restaurant	-	1	2	1	1	1	1	1	1	-	2	-	1	1	12
8. Bakery	-	1	-	1	1	1	1	1	1	-	1	1	1	1	9
9. Service Station	1	1	-	1	1	1	1	-	-	-	1	1	1	1	9
10. General Hardware	1	1	-	1	1	1	1	1	1	-	1	-	-	1	8
11. Shoe Repair	1	1	-	1	1	1	1	1	1	-	1	-	1	1	8
12. Laundromat	1	1	-	1	1	-	-	1	1	1	-	-	1	1	7
13. Meat Market	-	1	-	1	1	-	-	1	-	-	-	-	1	1	4
14. Drive-in Restaurant	1	-	-	-	1	-	-	1	-	-	-	1	-	-	4
15. Pastry Shop Cafeteria	-	1	1	-	-	-	-	1	-	1	-	-	1	-	3
16. Shoe Store	-	1	-	-	-	-	1	-	-	-	-	-	-	-	2
17. Appliance	1	-	-	-	-	1	-	-	-	-	-	-	-	-	2
18. Other Retail Stores N.E.S.	1	-	1	-	-	-	-	-	-	1	-	-	-	-	2
19. Paint	-	1	1	-	-	-	-	-	1	1	-	-	-	-	2
20. Womens' Clothing	-	1	-	1	-	-	-	-	1	1	-	-	-	-	2
21. Florist	-	1	-	1	-	-	-	-	-	-	-	-	-	-	2
22. Hobby	-	-	-	-	-	-	-	-	-	-	-	1	-	-	2
23. Billiard Parlor	-	-	1	-	-	-	1	-	-	-	1	-	-	-	2
24. Bowling Alley	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2
25. Candy	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
26. Ice Cream Parlor	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1
27. Food Store N.E.S.	-	-	1	-	-	-	-	-	-	-	-	-	-	-	1
28. Junior Department Store	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
29. Department Store	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1
30. Variety	-	-	-	-	1	-	-	-	-	1	-	-	-	-	1
31. Tire	-	-	1	-	1	-	-	-	-	-	-	-	-	-	1
32. Flooring	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1
33. Mens' Clothing	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1
34. Fabric	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
35. Furniture	-	-	-	-	-	1	-	-	-	1	-	-	-	-	1
36. Furniture Refinishing	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
37. Music	-	-	-	-	-	-	-	1	-	-	-	-	-	-	1
38. Smoking	-	-	-	-	1	-	-	-	-	-	-	-	-	-	1
39. Sporting Goods	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1
40. Recreational Service N.E.S.	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
41. Personal Service N.E.S.	-	-	-	-	-	-	-	-	1	-	-	-	-	-	1
42. Credit Union	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1
TOTALS	16	17	11	14	16	12	11	17	12	14	12	11	11	11	185

Source: Field Research, 1971.

TABLE 5 - ACTIVITIES WITHIN PLANNED NEIGHBORHOOD SHOPPING CENTRES

Lans- down	Grand- view Heights	South- gate	Empire Shoppers Park	PLANNED NEIGHBORHOOD SHOPPING CENTRES							83 St. and 63 Ave.	Avon- more	
				Allen- dale	Park- allen	112 St. and 87 Ave.	Southside Shoppers' Plaza	Prudham's Shoppers Park	Strath- cona	Holy- rood			Gold Bar Place
1.	1	1	1	1	1	1	1	1	1	1	1	1	1
2.	1	1	1	2	1	1	1	1	1	1	1	1	1
3.	1	1	1	1	1	1	1	1	1	1	1	1	1
4.	1	1	1	1	1	1	1	1	1	1	1	1	1
5.	1	1	1	1	1	1	1	1	1	1	1	1	1
6.	1	1	1	1	1	1	1	1	1	1	1	1	1
7.	1	1	1	1	1	1	1	1	1	1	1	1	1
8.	1	1	1	1	1	1	1	1	1	1	1	1	1
9.	1	1	1	1	1	1	1	1	1	1	1	1	1
10.	1	1	1	1	1	1	1	1	1	1	1	1	1
11.	1	1	1	1	1	1	1	1	1	1	1	1	1
12.	1	1	1	1	1	1	1	1	1	1	1	1	1
13.	1	1	1	1	1	1	1	1	1	1	1	1	1
14.	1	1	1	1	1	1	1	1	1	1	1	1	1
15.	1	1	1	1	1	1	1	1	1	1	1	1	1
16.	1	1	1	1	1	1	1	1	1	1	1	1	1
17.	1	1	1	1	1	1	1	1	1	1	1	1	1
18.	1	1	1	1	1	1	1	1	1	1	1	1	1
19.	1	1	1	1	1	1	1	1	1	1	1	1	1
20.	1	1	1	1	1	1	1	1	1	1	1	1	1
21.	1	1	1	1	1	1	1	1	1	1	1	1	1
22.	1	1	1	1	1	1	1	1	1	1	1	1	1
23.	1	1	1	1	1	1	1	1	1	1	1	1	1
24.	1	1	1	1	1	1	1	1	1	1	1	1	1
25.	1	1	1	1	1	1	1	1	1	1	1	1	1
26.	1	1	1	1	1	1	1	1	1	1	1	1	1
27.	1	1	1	1	1	1	1	1	1	1	1	1	1
28.	1	1	1	1	1	1	1	1	1	1	1	1	1
29.	1	1	1	1	1	1	1	1	1	1	1	1	1
30.	1	1	1	1	1	1	1	1	1	1	1	1	1
31.	1	1	1	1	1	1	1	1	1	1	1	1	1
32.	1	1	1	1	1	1	1	1	1	1	1	1	1
33.	1	1	1	1	1	1	1	1	1	1	1	1	1
34.	1	1	1	1	1	1	1	1	1	1	1	1	1
35.	1	1	1	1	1	1	1	1	1	1	1	1	1
36.	1	1	1	1	1	1	1	1	1	1	1	1	1
37.	1	1	1	1	1	1	1	1	1	1	1	1	1
38.	1	1	1	1	1	1	1	1	1	1	1	1	1
39.	1	1	1	1	1	1	1	1	1	1	1	1	1
40.	1	1	1	1	1	1	1	1	1	1	1	1	1
TOTALS	10	5	8	9	6	4	10	4	8	9	7	8	5

Source: Field Research, 1971.

Source: Field Research, 1971.

TABLE 5 - CONTINUED

ACTIVITIES	PLANNED NEIGHBORHOOD SHOPPING CENTRES													North Edmon- ton	Gries- bach	108 St. and 129 Ave.
	Valley- view	Laurier Heights	Lynn- wood	Lynn- wood	Elm- wood	165 St. and 95 Ave.	Sandy Lane	142 St. and 107 Ave.	Jasper Place Shoppers Plaza	May- field	150 St. and 110 Ave.	Bona- ven- ture	119 St. and 135 Ave.			
1. Beauty Salon	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
2. General Grocery	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
3. Barber Shop	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
4. Drug Store	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
5. Service Station	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
6. Restaurant	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
7. Dry Cleaner	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
8. Bank	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
9. Bakery	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
10. Laundromat	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
11. Flower	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
12. Shoe Repair	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
13. Ice Cream Parlor	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
14. General Hardware	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
15. Appliance	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
16. Mens' Clothing	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
17. Car Wash	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
18. Shoe Store	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
19. Furniture	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
20. Book	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
21. Other Retail	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
22. Stores N.E.S.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
23. Bowling Alley	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
24. Drive-In Restaurant	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
25. Travel Agent	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
26. Credit Union	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
27. Meat Market	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
28. Candy	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
29. Food Store N.E.S.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
30. Auto Supply	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
31. Tire	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
32. Automotive	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
33. Retailer N.E.S.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
34. Lumber	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
35. Flooring	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
36. Hardware Store N.E.S.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
37. Tailor	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
38. Fur	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
39. Apparel and Shoe	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
40. Store N.E.S.	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
41. Carpet	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
42. Cycle	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
43. Record	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
TOTALS	9	5	6	9	8	7	7	8	5	8	5	5	6	8	5	4

TABLE 5 - CONTINUED

ACTIVITIES	PLANNED NEIGHBORHOOD SHOPPING CENTRES										TOTALS
	136 St. and Wood- croft Ave.	112 St. and 116 St.	118 Ave. and 95 St.	121 Ave. and 54 St.	Steele and Heights	66 St. and 132 Ave.	Balwin and 132 Ave.	82 St. and 132 Ave.	91 St. and 132 Ave.		
1. Beauty Salon	1	1	1	1	1	1	1	1	1	38	
2. General Grocery	1	1	1	1	1	1	1	1	1	38	
3. Barber Shop	1	1	1	1	1	1	1	1	1	32	
4. Drug Store	-	1	-	1	1	1	1	1	1	28	
5. Service Station	-	1	-	-	1	1	-	-	-	17	
6. Restaurant	-	-	-	1	-	-	1	-	1	14	
7. Dry Cleaner	-	-	1	-	-	-	-	-	1	13	
8. Bank	-	-	1	-	-	-	-	-	-	12	
9. Bakery	-	-	1	1	-	-	-	-	-	7	
10. Laundromat	-	1	-	-	-	1	-	1	-	4	
11. Flower	-	-	-	-	-	-	-	-	-	3	
12. Shoe Repair	-	-	-	-	-	-	-	-	-	3	
13. Ice Cream Parlor	-	-	-	-	-	-	-	-	-	3	
14. General Hardware	-	-	-	1	-	-	-	-	-	3	
15. Appliances	-	-	-	-	-	-	-	-	-	3	
16. Men's Clothing	-	-	-	-	-	-	-	-	-	3	
17. Car Wash	-	-	-	-	-	-	-	-	-	2	
18. Shoe Store	-	-	-	-	-	-	-	-	-	2	
19. Furniture	-	-	-	-	-	-	-	-	-	2	
20. Book	-	-	-	-	-	-	-	-	-	2	
21. Other Retail	-	-	-	-	-	-	-	-	-	2	
22. Stores N.E.S.	-	-	-	-	-	-	-	-	-	2	
23. Bowling Alley	-	-	-	1	-	-	-	-	-	2	
24. Drive-In Restaurant	-	-	-	-	-	-	-	-	-	2	
25. Travel Agent	-	-	-	-	-	-	-	-	-	2	
26. Credit Union	-	-	-	-	-	-	-	-	-	2	
27. Meat Market	-	-	-	-	-	-	-	-	-	1	
28. Candy	-	-	-	-	-	-	-	-	-	1	
29. Food Store N.E.S.	-	-	-	-	-	-	-	-	-	1	
30. Auto Supply	-	-	-	-	-	-	-	-	-	1	
31. Tire	-	-	1	-	-	-	-	-	-	1	
32. Automotive Retailer	-	-	-	-	-	-	-	-	-	1	
33. N.E.S.	-	-	-	-	-	-	-	-	-	1	
34. Lumber	-	-	-	-	-	-	-	-	-	1	
35. Flooring	-	-	-	-	-	-	-	-	-	1	
36. Hardware Store N.E.S.	-	-	-	1	-	-	-	-	-	1	
37. Tailor	-	-	-	-	-	-	-	-	-	1	
38. Fur	-	-	-	-	-	-	-	-	-	1	
39. Apparel and Shoe	-	-	-	-	-	-	-	-	-	1	
40. Store N.E.S.	-	-	-	-	-	-	-	-	-	1	
41. Carpet	-	-	-	-	-	-	-	-	-	1	
42. Cycle	-	-	-	-	-	-	-	-	-	1	
43. Record	-	-	-	-	-	-	-	-	-	1	
TOTALS	3	5	5	9	5	6	5	5	6	270	

MAJOR ROADS IN EDMONTON



SOURCE: CITY OF EDMONTON
PLANNING DEPARTMENT
BASE MAP, 1971

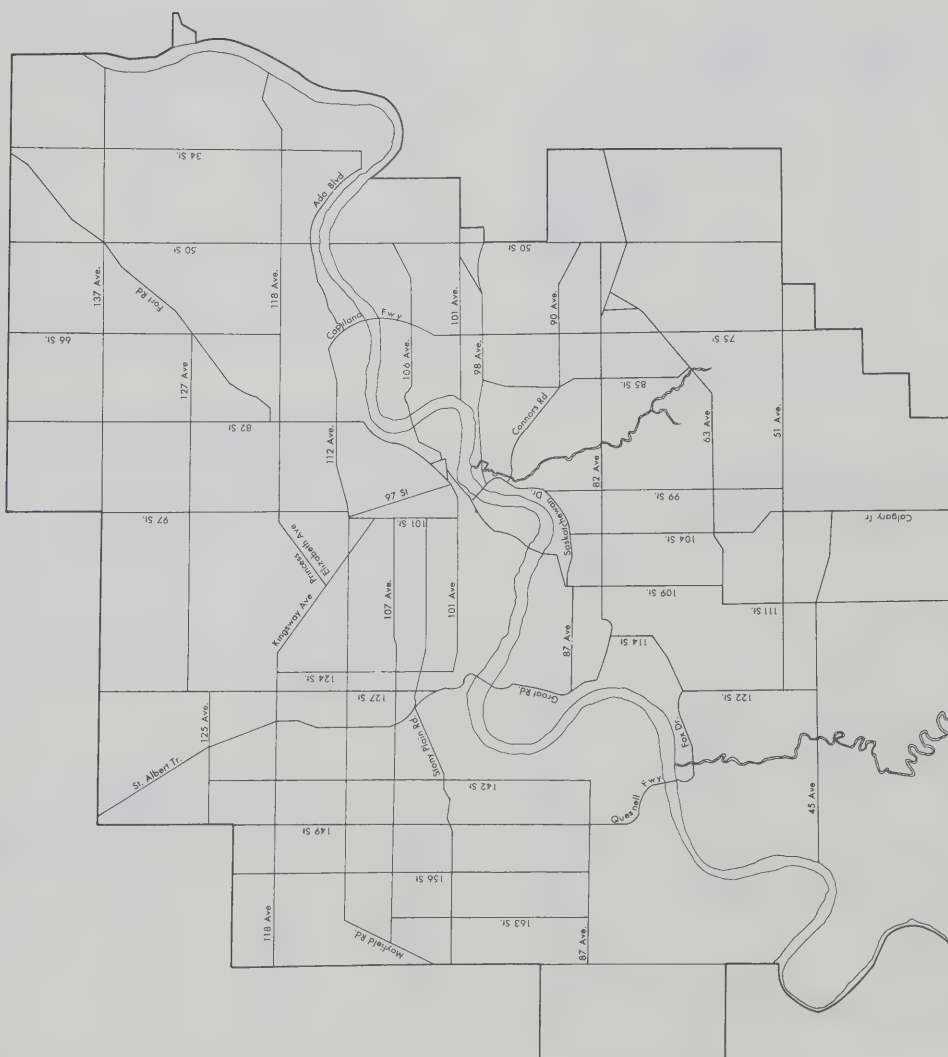


Figure 1

APPENDIX E

SELECTED SAMPLE CHARACTERISTICS

TABLE 1 - AGE CHARACTERISTICS OF MUNICIPAL OFFICIALS, RETAILERS AND CONSUMERS

Age	Municipal Officials	Retailers	Consumers
0-24	-	11.7	12.7
25-34	16.7	23.0	22.2
35-44	23.3	26.4	25.4
45-54	40.0	22.6	17.7
55-64	16.7	14.6	12.7
65 and Over	3.3	1.7	9.3
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 2 - SEX CHARACTERISTICS OF MUNICIPAL OFFICIALS, RETAILERS AND CONSUMERS

Sex	Municipal Officials	Retailers	Consumers
Male	93.3	77.4	28.5
Female	6.7	22.6	71.5
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 3 - BIRTH PLACE OF MUNICIPAL OFFICIALS, RETAILERS AND CONSUMERS

Country of Birth	Municipal Officials	Retailers	Consumers
Canada	73.3	65.3	75.1
United States	-	3.3	1.7
Britain	20.0	4.6	7.2
European	3.3	18.8	15.1
Asian	3.3	6.3	0.2
Other	-	1.7	0.7
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 4 - HIGHEST LEVEL OF EDUCATION ACHIEVED BY MUNICIPAL OFFICIALS, RETAILERS AND CONSUMERS

Highest Level of Education	Municipal Officials	Retailers	Consumers
Grade 8 or Less	-	10.5	12.2
Grade 9 to 12	16.7	46.9	50.7
Business College	-	5.4	8.6
Technical Training	3.3	18.0	7.2
Some University	10.0	12.1	6.7
Undergraduate Degree	53.3	3.3	5.3
Graduate Degree	16.7	3.8	9.3
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 5 - LENGTH OF RESIDENCE OF MUNICIPAL OFFICIALS, RETAILERS AND CONSUMERS IN CANADA AND EDMONTON

Length of Residence (In Years)	Municipal Officials		Retailers		Consumers	
	C ¹	E ²	C	E	C	E
0-5	6.7	6.7	2.5	12.1	3.8	18.2
6-10	-	6.7	2.5	15.1	1.4	12.7
11-15	10.0	16.7	6.7	18.0	4.1	14.8
16-20	-	16.7	10.9	17.6	9.1	16.3
21-25	-	3.3	12.6	12.6	8.6	11.5
26-30	6.7	10.0	8.4	5.4	8.9	8.1
31-35	6.7	13.3	9.6	6.7	11.7	4.5
36-40	16.7	3.3	10.5	2.9	11.5	3.6
41-45	-	-	9.2	2.9	11.0	3.1
46-50	33.3	10.0	9.6	2.1	7.7	2.4
51-55	6.7	6.7	8.4	0.8	6.2	1.4
56-60	10.0	3.3	5.4	2.5	8.1	1.9
61-65	3.3	3.3	2.5	1.3	2.9	0.5
More Than 65	-	-	1.3	-	5.0	1.0
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0

¹Canada
²Edmonton

Source: Questionnaire Surveys, 1971.

APPENDIX F

KNOWLEDGE LEVELS OF RETAILING

TABLE 1 - MUNICIPAL OFFICIAL, RETAILER AND
CONSUMER DESCRIPTIONS OF THE
PURPOSE OF RETAILING

Purpose of Retailing	Municipal Officials	Retailers	Consumers
Provide a Service	16.7	23.0	23.4
Make a Profit	30.0	41.8	15.8
Combination of 1 and 2	3.3	9.2	5.5
Description of the Process	43.3	9.2	30.1
Don't Know	-	5.9	12.9
Other	6.7	10.9	12.2
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 3 - MUNICIPAL OFFICIAL, RETAILER
AND CONSUMER DESCRIPTIONS OF
PLANNED RETAIL DEVELOPMENT

Description of Planned Retail Development	Municipal Officials	Retailers	Consumers
Shopping Centres	6.7	21.3	29.2
Specific Example of a Shopping Centre	-	9.2	15.1
Description at a Conceptual Level	53.3	26.8	19.4
Don't Know	16.7	18.8	20.1
Other	23.3	23.8	16.3
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 2 - MUNICIPAL OFFICIAL, RETAILER AND
CONSUMER DEFINITIONS OF PLANNING

Definition of Planning	Municipal Officials	Retailers	Consumers
Assessment of How Good or Bad it is	13.3	45.2	11.2
Reasonable Definition	43.3	1.3	-
Partial Definition	30.0	12.6	7.2
Poor and Piecemeal Definition	13.3	25.9	65.3
Don't Know	-	15.1	16.3
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

APPENDIX C

EXPERIENCE WITH RETAILING

TABLE 1 - TRAFFIC CONGESTION AS A PROBLEM IN RELATION TO SELECTED RETAIL FORMS

Retail Forms	Yes			Undecided			No Answer		
	MO	R	C	MO	R	C	MO	R	C
Downtown	43.3	75.3	56.0	-	2.1	-	-	0.4	1.4
Regional Centres	3.3	19.2	12.4	-	0.4	0.2	-	0.4	1.7
Community Centres	3.3	8.4	7.4	-	-	0.2	-	1.7	1.9
Neighborhood Centres	10.0	10.5	3.6	-	-	0.2	-	1.3	1.7
Ribbon Streets	50.0	56.9	29.9	-	-	0.2	-	0.8	4.5

Source: Questionnaire Surveys, 1971.

TABLE 2 - CROWDING INSIDE RETAIL FORMS

Retail Forms	1			2			3			4			5			No Difference			No Answer			TOTALS		
	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C
Downtown	60.0	86.6	78.7	30.0	10.5	13.9	-	1.3	2.9	-	-	0.7	-	-	0.5	6.7	-	1.0	3.3	1.7	2.4	100.0	100.0	100.0
Regional Centres	30.0	8.8	14.6	53.3	58.2	62.4	6.7	19.2	15.6	-	5.4	2.6	-	5.0	1.2	6.7	0.8	0.7	3.3	2.5	2.9	100.0	100.0	100.0
Community Centres	-	0.8	0.7	3.3	4.6	6.5	70.0	41.4	47.6	10.0	42.3	37.8	6.7	6.7	3.8	6.7	0.8	0.7	3.3	3.3	2.9	100.0	100.0	100.0
Neighborhood Centres	-	-	1.2	-	5.4	0.5	3.3	6.7	5.7	36.7	31.0	39.5	50.0	53.6	49.5	6.7	0.8	0.5	3.3	2.5	3.1	100.0	100.0	100.0
Ribbon Streets	-	2.9	1.7	3.3	18.0	13.4	10.0	27.6	24.6	43.3	17.6	15.6	33.3	30.1	40.4	6.7	0.8	0.7	3.3	2.5	3.6	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 3 - LOCATION OF THE BEST CHOICE OF
MERCHANDISE AND PERSONAL SERVICE

Retail Forms	Choice of Merchandise			Personal Service		
	MO	R	C	MO	R	C
Downtown	86.7	59.0	65.8	20.0	17.6	35.4
Regional Centres	13.3	34.3	28.7	6.7	16.7	31.8
Community Centres	-	2.1	2.2	3.3	16.3	8.4
Neighborhood Centres	-	1.3	0.5	40.0	27.2	17.5
Ribbon Streets	-	1.3	2.2	13.3	5.4	0.7
Don't Know	-	0.8	0.2	16.7	15.9	4.3
No Answer	-	0.3	0.5	-	0.8	1.9
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 4 - LOCATION OF THE GREATEST CONCERN
FOR THE INDIVIDUAL'S NEEDS

Retail Forms	Municipal Officials	Retailers	Consumers
Downtown	10.0	21.3	24.9
Regional Centres	16.7	25.9	34.2
Community Centres	3.3	17.6	14.6
Neighborhood Centres	46.7	23.4	18.2
Ribbon Streets	10.0	2.5	3.6
Other	10.0	5.4	2.9
Don't Know	3.3	0.4	0.5
No Answer	-	3.3	1.2
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 5 - COMMON PROBLEMS ENCOUNTERED BY
MUNICIPAL OFFICIALS AND CONSUMERS
FROM RETAILERS

Problems	Municipal Officials	Consumers
Parking	26.7	-
Signs	6.7	-
Overdevelopment of the Site	23.3	-
Store Hours	13.3	-
Complaints About Price	-	10.0
Lack of Concern For the Customer	-	33.7
Complaints Over Merchandise	-	4.8
Deceptive Advertising	-	32.5
Poor Service	20.0	27.8
No Problems	46.7	15.6
Other	-	-

Source: Questionnaire Surveys, 1971.

TABLE 6 - IMPROVEMENTS RETAILERS COULD
MAKE FOR EASIER SHOPPING

Necessary Improvements	Municipal Officials	Retailers	Consumers
Improved Service	36.7	40.2	38.2
Better Prices and Pricing	16.7	15.1	21.1
More and Better Parking	16.7	12.1	4.8
Standardization of Packaging	10.0	7.9	11.7
Nothing	16.7	29.3	23.7
Other	43.3	31.0	31.6

Source: Questionnaire Surveys, 1971.

TABLE 7 - MUNICIPAL OFFICIAL, RETAILER AND
CONSUMER DESCRIPTIONS OF THE
NUMBER OF RETAIL OUTLETS IN
EDMONTON

Number of Outlets in Edmonton	Municipal Officials	Retailers	Consumers
Not Enough	6.7	6.3	5.3
Adequate Number	76.7	72.4	85.4
Too Many	10.0	17.6	3.3
Imbalance	6.7	2.9	5.3
Don't Know	-	0.4	0.2
No Answer	-	0.4	0.5
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 8 - SATISFACTION WITH THE NUMBER OF RETAIL ESTABLISHMENT TYPES IN EDMONTON

Establishment Type	Municipal Officials		Retailers		Consumers	
	Added	Taken Away	Added	Taken Away	Added	Taken Away
Food	-	13.3	0.8	2.9	1.0	1.9
General Merchandise	-	-	0.8	0.8	0.7	0.5
Automotive	-	6.7	1.3	2.1	0.2	0.5
Hardware	-	3.3	0.8	0.8	0.2	-
Drug	-	-	-	0.8	-	0.2
Apparel and Shoe	-	-	0.4	0.8	0.7	0.5
Household Furniture and Appliance	-	-	-	-	0.5	-
Retail Stores N.E.S.	-	-	0.4	-	1.4	-
Recreational Service	-	-	0.8	-	0.2	-
Personal Services N.E.S.	-	3.3	0.4	0.8	-	0.2
Finance	-	-	-	-	-	-
Specialty Stores in General	13.3	-	0.8	-	1.2	-
Other	-	-	4.6	7.5	3.8	2.6

Source: Questionnaire Surveys, 1971.

TABLE 10 - RETAILER AND CONSUMER SATISFACTION WITH THE NUMBER OF RETAIL ESTABLISHMENT TYPES IN THEIR OWN NEIGHBORHOOD

Establishment Type	Retailer		Consumer	
	Added	Taken Away	Added	Taken Away
I Food	3.8	5.9	1.9	1.7
II General Merchandise	5.0	0.4	6.7	0.2
III Automotive	1.3	2.5	0.7	0.2
IV Hardware	4.6	0.4	3.3	-
V Drug	1.3	0.8	0.7	0.2
VI Apparel and Shoe	11.7	2.5	3.8	1.0
VII Household Furniture and Appliance	1.7	1.3	1.0	-
VIII Retail Stores N.E.S.	1.7	0.4	1.2	-
IX Recreational Service	1.3	-	0.2	-
X Personal Services N.E.S.	5.9	2.5	1.0	0.2
XI Finance	0.8	0.4	0.2	-
XII Specialty Stores in General	2.5	0.8	0.2	-
XIII Other	10.9	7.1	5.5	1.0

Source: Questionnaire Survey, 1971.

TABLE 9 - RETAILER AND CONSUMER DESCRIPTIONS OF THE NUMBER OF OUTLETS IN THEIR OWN NEIGHBORHOOD

Number of Neighborhood Outlets	Retailers		Consumers	
	Added	Taken Away	Added	Taken Away
Not Enough	25.1	-	14.6	-
Adequate Number	30.2	-	73.2	-
Too Many	10.6	-	2.2	-
Imbalance	14.6	-	9.8	-
Don't Know	-	-	-	-
No Answer	-	-	0.2	-
TOTALS	100.0	-	100.0	-

Source: Questionnaire Surveys, 1971.

TABLE 11 - MUNICIPAL OFFICIAL AND CONSUMER PREFERENCES FOR SHOPPING AT RETAIL FORMS

Retail Forms	Municipal Officials		Consumers	
	Added	Taken Away	Added	Taken Away
Downtown	26.7	-	25.8	-
Regional Centres	36.7	-	61.7	-
Community Centres	3.3	-	6.5	-
Neighborhood Centres	-	-	3.3	-
Ribbon Streets	10.0	-	1.2	-
No Preference	23.3	-	1.5	-
TOTALS	100.0	-	100.0	-

Source: Questionnaire Surveys, 1971.

APPENDIX H

PERCEPTION OF RETAIL STRUCTURE

TABLE 1 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER PERCEPTIONS OF THE LOCATION OF MOST RETAILING IN EDMONTON (BY VALUE OF SALES)

Retail Forms	Municipal Officials	Retailers	Consumers
Downtown	53.3	70.7	78.7
Regional Centres	33.3	23.8	14.6
Community Centres	6.7	0.4	1.9
Neighborhood Centres	3.3	0.8	0.2
Ribbon Streets	3.3	2.1	3.1
Other	-	1.7	0.5
Don't Know	-	0.4	0.5
No Answer	-	-	0.5
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 2 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER PERCEPTIONS OF THE AMOUNT OF PLANNED RETAIL DEVELOPMENT IN EDMONTON (BY NUMBER OF ESTABLISHMENTS)

Amount Of Planned Retail Development (Per Cent)	Municipal Officials	Retailers	Consumers
0-10	10.0	2.5	3.6
11-20	6.7	5.4	3.1
21-30	23.3	16.7	6.2
31-40	10.0	11.7	10.3
41-50	6.7	10.0	11.7
51-60	10.0	8.4	8.1
61-70	13.3	10.5	10.8
71-80	13.3	6.7	13.2
81-90	3.3	4.2	6.7
91-100	3.3	6.3	6.9
No Answer	-	12.6	17.5
Don't Know	-	5.0	1.9
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 3 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER PERCEPTIONS OF THE LOCATION OF MOST PLANNED RETAIL DEVELOPMENT IN EDMONTON

Location	Municipal Officials	Retailers	Consumers
Peripheral Areas			
of the City	43.3	19.7	20.8
All Over the City	10.0	9.2	3.6
South Side	-	3.3	6.0
North Side	-	3.3	3.6
Shopping Centres	16.7	4.6	5.0
Regional Shopping Centres	10.0	10.0	13.6
Downtown	13.3	18.4	25.1
Northeast Edmonton	-	5.4	2.6
West Edmonton	6.7	1.3	2.4
Don't Know	-	7.1	7.2
Other	-	17.6	10.0
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 4 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER DESCRIPTIONS OF REGIONAL, COMMUNITY AND NEIGHBORHOOD SHOPPING CENTRES

Description	Municipal Officials			Retailers			Consumers		
	R ¹	C ²	N ³	R	C	N	R	C	N
No Real Description	10.0	-	46.7	54.4	33.5	3.8	55.7	38.5	6.2
Piecemeal Reference to Types of Shops Found There	6.7	-	36.7	10.0	23.8	77.4	21.5	32.5	83.0
Some Mention of the Size of Area it Serves	26.7	10.0	6.7	18.4	21.3	3.3	9.3	12.7	2.6
Don't Know	56.7	90.0	3.3	14.2	18.8	9.2	11.0	14.4	5.5
Other	-	-	6.7	2.9	2.5	6.3	2.4	1.9	2.6
TOTALS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

¹Regional Centres²Community Centres³Neighborhood Centres

Source: Questionnaire Surveys, 1971.

TABLE 5 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER DESCRIPTIONS OF RIBBON STREETS

Description	Municipal Officials	Retailers	Consumers
No Real Description	23.3	21.3	23.2
Major Arterial Lined with Stores	6.7	8.4	9.6
Poor Definition	23.3	12.6	15.1
Don't Know	46.7	54.8	51.9
Other	-	2.9	0.2
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

APPENDIX :

PERCEIVED QUALITY OF RETAIL FORMS

TABLE 1 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER DESCRIPTIONS OF ARCHITECTURAL APPEAL

Retail Forms	Excellent			Good			Average			Fair			Poor			Mixture Too Great To Generalize			No Answer			Don't Know			TOTALS			
	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	
Downtown	3.3	2.5	4.8	16.7	27.2	25.8	26.7	33.5	27.8	20.0	11.7	19.1	23.3	-	11.5	10.0	2.1	10.3	-	13.8	0.7	-	-	-	-	100.0	100.0	100.0
Regional Centres	6.7	20.1	26.0	56.7	58.6	50.7	20.0	13.0	13.6	13.3	3.8	5.0	3.3	1.3	1.2	-	2.5	1.4	-	0.8	1.7	-	0.4	0.2	100.0	100.0	100.0	
Community Centres	-	1.7	2.6	6.7	28.9	30.9	26.7	39.3	34.0	43.3	17.2	20.6	16.7	8.4	7.7	-	2.5	1.9	6.7	1.3	2.2	-	0.8	0.2	100.0	100.0	100.0	
Neighborhood Centres	-	2.5	1.0	6.7	15.9	20.8	13.3	29.7	28.7	46.7	31.0	28.5	33.3	16.7	17.5	-	3.3	1.7	-	0.4	1.9	-	0.4	-	100.0	100.0	100.0	
Ribbon Streets	3.3	0.4	2.2	-	12.6	17.5	-	16.3	21.3	13.3	33.1	25.6	60.0	29.3	22.7	23.3	7.1	7.7	-	0.8	3.1	-	0.4	-	100.0	100.0	100.0	

Source: Questionnaire Surveys, 1971.

TABLE 2 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER DESCRIPTIONS OF THE QUALITY OF ON-SITE ADVERTISING

Retail Forms	Excellent			Good			Average			Fair			Poor			No Answer			Don't Know			TOTALS		
	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C
Downtown	10.0	11.3	11.2	26.7	56.1	57.7	26.7	23.0	21.3	16.7	6.7	5.5	13.3	2.1	2.2	-	0.8	2.2	6.7	-	-	100.0	100.0	100.0
Regional Centres	6.7	15.9	13.6	60.0	55.6	57.7	116.7	18.4	18.4	13.3	6.7	6.2	-	1.3	1.7	-	1.7	2.4	3.3	0.4	-	100.0	100.0	100.0
Community Centres	-	1.3	2.6	20.0	34.3	33.5	40.0	34.3	35.2	20.0	19.2	20.3	10.0	8.8	5.3	3.3	2.1	2.6	6.7	-	0.5	100.0	100.0	100.0
Neighborhood Centres	-	1.3	2.4	6.7	22.6	22.2	23.3	27.2	29.2	36.7	25.9	28.7	30.0	20.9	14.4	-	2.1	2.9	3.3	-	0.2	100.0	100.0	100.0
Ribbon Streets	-	5.0	1.7	10.0	25.5	31.6	13.3	28.5	30.1	23.3	25.5	20.6	46.7	13.4	9.3	-	2.1	6.2	6.7	-	0.5	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 3 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER ASSESSMENTS OF WHETHER RETAIL FORMS BLEND WITH THEIR SURROUNDINGS

Retail Forms	Yes			Don't Know			No Answer			Other		
	MO	R	C	MO	R	C	MO	R	C	MO	R	C
Downtown	33.3	75.3	72.0	-	0.4	0.5	3.3	2.1	2.2	-	-	-
Regional Centres	70.0	89.5	89.0	-	0.5	0.5	3.3	2.1	2.4	-	0.2	-
Community Centres	33.3	81.2	78.9	3.3	-	0.5	3.3	2.9	3.1	-	0.4	0.4
Neighborhood Centres	26.7	67.8	72.7	3.3	-	0.5	3.3	2.9	2.4	-	0.8	0.5
Ribbon Streets	16.7	56.1	56.5	-	0.4	0.7	3.3	3.8	4.8	-	0.4	0.5

Source: Questionnaire Surveys, 1971.

TABLE 4 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER DESCRIPTIONS OF PARKING CONDITIONS

Retail Forms	Excellent			Good			Average			Fair			Poor			No Answer			Don't Know			TOTALS		
	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C
Downtown	3.3	-	1.2	20.0	5.9	9.1	36.7	12.6	9.1	20.0	18.4	13.2	20.0	62.3	65.3	-	-	1.7	-	0.8	0.5	100.0	100.0	100.0
Regional Centres	50.0	33.1	33.5	43.3	55.6	50.5	6.7	4.6	6.2	-	5.9	6.2	-	0.8	0.5	-	-	2.2	-	-	1.0	100.0	100.0	100.0
Community Centres	6.7	11.7	12.9	53.3	55.2	56.2	23.3	22.2	18.2	6.7	7.5	6.7	3.3	1.3	1.4	3.3	0.8	3.6	3.3	1.3	1.0	100.0	100.0	100.0
Neighborhood Centres	6.7	7.9	9.6	26.7	43.9	49.0	26.7	23.8	16.0	20.0	16.7	16.0	20.0	6.7	5.5	-	0.8	3.1	-	-	0.7	100.0	100.0	100.0
Ribbon Streets	-	0.4	0.2	10.0	8.8	11.5	13.3	11.7	11.0	16.7	30.1	23.7	60.0	47.3	49.0	-	1.7	3.8	-	-	0.7	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 5 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER DESCRIPTIONS OF GENERAL MAINTENANCE

Retail Forms	Excellent			Good			Average			Fair			Poor			No Answer			Other			Don't Know			TOTALS		
	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C	MO	R	C
Downtown	20.0	17.2	14.8	43.3	56.5	57.4	36.7	19.7	20.1	-	3.3	4.8	-	2.5	1.4	-	0.8	1.2	-	-	0.2	-	-	-	100.0	100.0	100.0
Regional Centres	36.7	30.5	27.8	60.0	58.2	62.2	3.3	7.5	5.7	-	2.9	1.9	-	-	0.2	-	0.8	1.9	-	-	-	-	-	-	100.0	100.0	100.0
Community Centres	3.3	7.1	7.2	40.0	47.7	54.1	43.3	33.1	26.8	6.7	9.6	6.5	-	0.8	1.9	3.3	1.7	3.3	-	-	-	3.3	0.2	100.0	100.0	100.0	
Neighborhood Centres	3.3	2.9	4.3	16.7	33.1	39.2	40.0	34.7	28.5	33.3	21.3	20.6	3.3	6.7	5.0	-	1.3	1.9	-	-	-	3.3	-	0.5	100.0	100.0	100.0
Ribbon Streets	-	4.2	4.1	13.3	25.1	28.2	23.3	30.5	28.7	36.7	26.4	24.6	26.7	12.1	8.9	-	1.7	5.0	-	-	-	-	-	0.5	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

APPENDIX J

EDMONTON'S RETAIL STRUCTURE AND
PLANNING CONCEPTS AND POLICIES

TABLE 1 - PREFERENCES FOR THE LOCATION OF
NEIGHBORHOOD CENTRES IN RELATION
TO HOUSING AND ROADS

Location	Municipal Officials	Retailers	Consumers
In the Heart of Residential Areas	66.7	65.7	56.5
As Far From Residential Areas As Possible	3.3	9.6	6.0
Clustered at the Intersections of Major Roadways	40.0	17.2	19.9
Strung Out Along Major Roadways	-	14.6	8.9
None of the Above	6.7	12.6	15.6

Source: Questionnaire Surveys, 1971.

TABLE 2 - PREFERENCES FOR THE LOCATION OF
NEIGHBORHOOD CENTRES IN RELATION
TO SCHOOLS AND COMMUNITY FACILITIES

Location	Municipal Officials	Retailers	Consumers
Next to Schools	30.0	12.1	10.8
Next to Community Facilities	86.7	61.1	51.4
As Far From Schools as Possible	-	18.8	27.5
As Far From Community Facilities as Possible	-	7.1	5.3
None of the Above	6.7	16.3	15.3

Source: Questionnaire Surveys, 1971.

TABLE 3 - CHANGES CONSIDERED NECESSARY FOR
NEIGHBORHOOD CENTRES BY
RETAILERS AND CONSUMERS

Potential Changes	Retailers	Consumers
More Parking	48.5	23.0
Street Improvements	13.8	11.0
Better Traffic Control	20.1	19.9
Renovation of Stores	25.5	13.6
Additional Businesses	33.1	29.2
Sidewalk Improvements	7.5	9.3
Improvement in Traffic Movement	18.4	18.7
Improvement in Pedestrian Movement	13.0	12.7
Improved General Appearance of the Area	37.2	23.7
No Changes Are Necessary	11.7	28.9

Source: Questionnaire Surveys, 1971.

TABLE 4 - GENERAL IMPROVEMENTS CONSIDERED
NECESSARY FOR NEIGHBORHOOD CENTRES
BY MUNICIPAL OFFICIALS, RETAILERS
AND CONSUMERS

Necessary Improvements	Municipal Officials	Retailers	Consumers
No Improvements Necessary	33.3	30.5	31.3
Better Parking, Accessibility More Mall	16.7	8.8	4.1
Development	-	-	-
Improved Service	3.3	6.3	5.3
Additional Stores - Increased Variety	-	7.1	8.1
Should be Eliminated	-	1.7	0.5
General Improvement of the Shopping Environment	36.7	15.9	13.4
Don't Know	3.3	21.8	26.1
Other	13.3	10.9	12.2

Source: Questionnaire Surveys, 1971.

TABLE 5 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER PREFERENCES FOR THE LOCATION OF RETAILING IN EDMONTON

Location	Municipal Officials	Retailers	Consumers
Downtown	86.7	42.7	48.1
Regional Centres	73.3	53.6	67.0
Community Centres	50.0	27.6	18.9
Neighborhood Centres	53.3	20.9	10.5
Ribbon Streets	30.0	13.4	7.4
Other	3.3	12.6	5.3
Don't Know	-	6.7	4.1

Source: Questionnaire Surveys, 1971.

TABLE 6 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER VIEWS ON THE DESIRABILITY OF INTEGRATING OFFICE AND RESIDENTIAL HIGH RISE DEVELOPMENTS AND SCHOOL AND COMMUNITY FACILITIES WITH REGIONAL SHOPPING CENTRES

Effectiveness	Municipal Officials	Retailers	Consumers
Add To	60.0	58.6	48.3
Have No Effect	16.7	24.3	18.9
Detract From	20.0	17.2	29.2
Don't Know	3.3	-	1.7
No Answer	-	-	1.7
Other	-	-	0.2
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 7 - IMPROVEMENTS CONSIDERED NECESSARY FOR RETAILING IN EDMONTON BY MUNICIPAL OFFICIALS, RETAILERS AND CONSUMERS

General Improvements	Municipal Officials	Retailers	Consumers
More Shops in the Bottom of High Rise Apartment and Office Buildings	53.3	26.4	40.4
More Shops in the Bottom of Walk-Up Apartments	16.7	5.4	9.1
More Underground Parking	46.7	51.5	59.3
More Multi-Level Shopping Facilities	36.7	20.9	29.9
More Stores on Ribbon Streets	3.3	10.0	6.7
No Shopping Downtown	-	6.3	7.7
Eliminating Sub-urban Shopping and Restricting it to Downtown	3.3	0.8	1.7
Elimination of Ribbon Streets	16.7	7.5	10.3
More Community Orientation on the Part of Retailers	26.7	33.1	28.2
Computer Shopping From the Home	46.7	10.9	16.3
Encouragement of More Controlled Ribbon Development	26.7	16.7	15.6
Greater Amounts of Social Interaction Among Customers	13.3	28.0	15.1
More Mall Development Downtown	63.3	37.7	44.0
More and Better Landscaping	76.7	22.6	36.1
None of the Above	-	10.0	5.7

Source: Questionnaire Surveys, 1971.

TABLE 8 - GENERAL IMPROVEMENTS CONSIDERED NECESSARY FOR RETAILING IN EDMONTON BY MUNICIPAL OFFICIALS, RETAILERS AND CONSUMERS

Necessary Changes	Municipal Officials				Retailers				Consumers			
	D ¹	R ²	C ³	R ⁴	D	R	C	R	D	R	C	R
No Improvement Necessary	3.3	43.3	36.7	10.0	4.6	37.7	32.2	11.3	7.7	39.0	35.9	15.1
Better Parking, Accessibility	36.7	6.7	6.7	20.0	56.5	12.6	11.7	36.4	52.9	6.9	5.3	21.5
More Mall Development	26.7	3.3	-	-	8.4	0.4	0.4	0.8	4.8	0.5	0.5	0.5
Improved Service	3.3	6.7	3.3	3.3	1.7	7.5	5.4	1.3	4.3	6.0	5.3	2.6
Additional Stores, Increased Variety	-	3.3	-	-	1.3	7.9	9.2	3.3	1.0	11.2	8.6	3.3
Should be Eliminated	-	-	10.0	20.0	0.4	0.4	0.4	3.8	-	-	-	5.5
General Improvement of the Shopping Environment	20.0	20.0	33.3	23.3	11.7	5.4	11.3	22.6	11.5	4.8	8.6	16.7
Don't Know	-	6.7	3.3	6.7	10.9	21.8	23.4	17.2	17.7	25.1	27.5	29.7
Other	26.7	16.7	13.3	23.3	11.3	7.5	7.5	10.0	7.4	7.2	9.1	7.4

¹ Downtown² Regional Centres³ Community Centres⁴ Ribbon Streets

Source: Questionnaire Surveys, 1971.

TABLE 9 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER VIEWS ON THE DESIRABILITY OF PROMOTING SOCIAL INTERACTION IN RETAIL ESTABLISHMENTS

Desirability	Municipal Officials	Retailers	Consumers
Yes	60.0	74.1	45.2
No	33.3	18.0	44.0
Other	6.7	7.5	9.3
No Answer	-	-	1.0
Don't Know	-	0.4	0.5
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 10 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER VIEWS ON WHETHER THE AVERAGE PERSON HAS A VOICE IN WHERE RETAIL FACILITIES ARE TO BE LOCATED

View	Municipal Officials	Retailers	Consumers
Yes	50.0	26.4	24.1
No	46.7	73.2	73.9
Don't Know	3.3	0.4	1.4
No Answer	-	-	0.5
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 11 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER VIEWS ON WHETHER THE AVERAGE PERSON SHOULD HAVE A VOICE IN WHERE RETAIL FACILITIES ARE TO BE LOCATED

View	Municipal Officials	Retailers	Consumers
Yes	23.3	49.8	76.3
No	30.0	29.3	21.8
No Answer	46.7	20.5	1.4
Don't Know	-	0.4	0.5
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 12 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER VIEWS ON THE AMOUNT OF PUBLIC PARTICIPATION IN THE PLANNING PROCESS THAT HAS TAKEN PLACE IN EDMONTON IN THE PAST

Amount	Municipal Officials	Retailers	Consumers
None	23.3	20.9	30.4
Some	70.0	66.1	56.5
A Great Deal	6.7	9.2	7.2
No Answer	-	3.3	3.3
Don't Know	-	0.4	2.6
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

TABLE 13 - MUNICIPAL OFFICIAL, RETAILER AND CONSUMER VIEWS ON THE DESIRABILITY OF GREATER PUBLIC PARTICIPATION IN THE PLANNING PROCESS IN EDMONTON

Desirability	Municipal Officials	Retailers	Consumers
Yes	80.0	71.5	78.0
No	20.0	23.4	13.2
Other	-	4.2	4.5
No Answer	-	0.8	3.3
Don't Know	-	-	0.9
TOTALS	100.0	100.0	100.0

Source: Questionnaire Surveys, 1971.

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